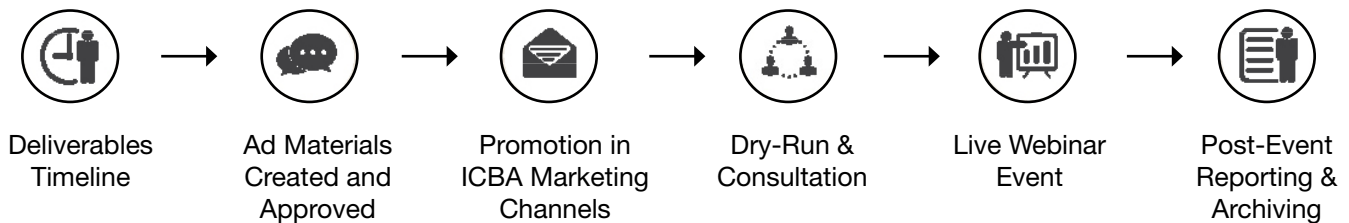


## Provide Thought Leadership and Generate Leads!

Host a high quality webinar event targeting community bank decision-makers nationwide with a direct marketing program valued at \$20,000. Receive premier consulting, creative, hosting and lead gen reporting. Your company name will appear in all webinar registrations, confirmations, reminders, and post-event follow up.

**Only 3 available per month** — leverage the credibility of the *Independent Banker* brand, audience and marketing channels to promote your key educational initiatives.

### Independent Banker's Turnkey 4-Week Campaign:



### Independent Banker's Webinar package includes:

- Two webinar e-blasts to 50k+ opt-in subscriber base
- Tile ads in ICBA e-newsletters, *NWT* and *Independent Banker eNews*
- Two banner ads on *Independentbanker.org*
- 1/3 page ad in *Independent Banker* magazine
- Promoted through our Webinar Event Center and ICBA's Calendar
- Social Media promotion on ICBA's Twitter and LinkedIn accounts
- Audience development, hosting, archiving and lead-generation reporting



### Independent Banker Webinar Stats:

- Avg. Registrants: 81
- Avg. Attendance Rate: 62%\*

\*National average attendance rate only 42%.

Corporate Member Rate:	Non-Member Rate:
\$9,800 (Net)	\$10,800 (Net)

“ We thought you did an outstanding job conducting this [webinar] for us. We are very happy and expect to see some positive results! We aimed to keep it professional and educational and not ‘salesy’ or comparative, and I believe our strategy worked based upon the incoming requests we have been receiving! Thanks again! ”

— Kimberly Weeks, StoneCastle  
ICBA Corporate Member & Advertiser