**ICBA E-NEWSLETTERS**

**NewsWatch Today®** *Daily – Purchased Weekly*

*NewsWatch Today* focuses on advocacy, breaking community bank news, important updates and the latest industry trends. Every Friday, an additional e-newsletter, *Member Access®,* introduces member programs, professional development and profit-enhancing industry products and services. Daily subscriber base of **50,000+** (C-Suite, Presidents, VPs, SVPs, Directors, Managers, etc.)

**Advertising Positions:**

- **Sponsored Text (1 available/wk)** — Receive a sponsored call-out at the top of the e-newsletter, 50 words of text and a hyperlink within the body copy, and a 145x150 pixel banner ad within the e-newsletter sidebar.

- **Vertical Banner Ad (Rails 1-3)** — Each 145x300 pixel ad positioned prominently along the right-hand sidebar.

**Analytics:**

- 18%—average weekly open rate
- 52,543—average weekly ad impressions
- 0.09%—average weekly ad CTR

<table>
<thead>
<tr>
<th></th>
<th>Sponsored Text</th>
<th>Rail 1</th>
<th>Rail 2</th>
<th>Rail 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Corporate Member Net Rate</strong></td>
<td>$2,225</td>
<td>$1,925</td>
<td>$1,925</td>
<td>$1,625</td>
</tr>
<tr>
<td><strong>Non-Member Net Rate</strong></td>
<td>$2,555</td>
<td>$2,210</td>
<td>$2,210</td>
<td>$1,865</td>
</tr>
</tbody>
</table>

**IBmag eNews** *2x/mo – Purchased Monthly*

*IBmag eNews* carries the current digital edition of ICBA *IB* magazine and highlights online content, web exclusives, trending articles and more. Subscriber base of **50,000+** (C-Suite, Presidents, VPs, SVPs, Directors, Managers, etc.)

**Advertising Positions:**

- **Cover Zero Package (1 available/mo)** — Receive a sponsored call-out at the top of the e-newsletter, an embedded banner ad in the body copy of *IBmag eNews* and a full-page “Cover Zero” ad next to the digital cover of ICBA *IB* magazine. [Click here for example.](#)

- **Premium Package (2 available/mo)** — Receive 50 words of text and hyperlink within the body copy, and a banner ad within Rail 1 or 2 (first come, first served.)

- **Vertical Banner Ad (Rail 3)** — 145x300 pixel banner ad

**Analytics:**

- 17%—average monthly open rate
- 9,601—average ad impressions per send
- 0.08%—average ad CTR per send

<table>
<thead>
<tr>
<th></th>
<th>Cover Zero*</th>
<th>Premium Package</th>
<th>Rail 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Corporate Member Net Rate</strong></td>
<td>$2,800</td>
<td>$2,200</td>
<td>$1,325</td>
</tr>
<tr>
<td><strong>Non-Member Net Rate</strong></td>
<td>$3,220</td>
<td>$2,530</td>
<td>$1,520</td>
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