Above & Beyond Opportunities

The Big Idea

The Big Idea feature is a unique opportunity to celebrate a new initiative, highlight a product launch, tell a story or share your best information with community bank leaders. Independent Banker will help you develop and produce a customized 4-page advertorial supplement to be inserted into the issue of your choice, including the digital edition. You provide the copy, and we facilitate design, photography, layout, printing, promotion and distribution.

Net Rate: $16,000

White Paper Insert

Include your company’s white paper in Independent Banker and on IndependentBanker.org:

Print: One-page, two-sided insert
Digital: Teaser with an image on IndependentBanker.org, headline and excerpt about your white paper; landing page with your synopsis; and a "Download" button. You receive:

• Promotion in NewsWatch Today and Independent Banker eNews
• 2 promotional excerpts in Independent Banker eNews
• Lead gen capture report
• White paper will be archived in the Independent Banker white paper vault

Net Rate: $6,500

Magazine Cover Extensions

Place your message on the most visible piece of real estate in the magazine through the following options:

• Dot Whack
• Cover Curl
• Belly Band
• Tip-in Insert

A full-page advertisement is required for all cover extras. Call for pricing and details.