

# Independent Banker 2019 Digital Sizes & Specifications

## e-Newsletters: **ICBA NewsWatch Today** and **Independent Banker eNews**

### Banner Ad (Rails 1-3)

- 145 x 300 pixels (width by height) and click URL. GIF or JPG file formats only (static or animated).
- One-pixel border required. 50KB file size max. See below for animation requirements.\*

**Materials Due: ONE WEEK PRIOR TO RUN DATE—on Monday**

### Sponsored Text & Banner

- Text: 50 words maximum, including a click URL.
- Banner: 145 x 150 pixels (width by height) and click URL. GIF or JPG file formats only (static or animated). One-pixel border required. 50KB file size max. See below for animation requirements.\*

**Materials Due: ONE WEEK PRIOR TO RUN DATE—on Monday**

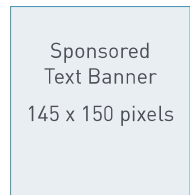
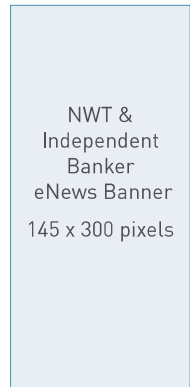
### Cover Zero Package

#### Independent Banker eNews only

- Embedded banner: 500 x 130 pixels (width by height) and click URL. GIF or JPG file formats only (static or animated). One-pixel border required. 100KB file size max. See below for animation requirements.\*
- “Cover Zero” full page: 8.25”w x 10.875”h (no crop marks), high-resolution PDF file.

**Materials Due: TWO WEEKS prior to run date**

*\*If using animation, please note that some Microsoft users can only view the first screen in rotation. For best results, please put your last screen first in your animation rotation to ensure all information can be seen.*

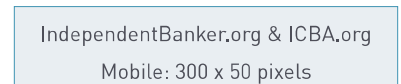
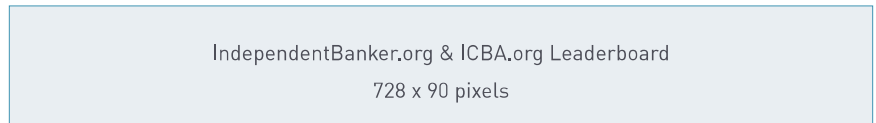


## Websites: **IndependentBanker.org** and **ICBA.org**

### ROS Banner Ads

- 728 x 90 pixels (leaderboard)
- 300 x 250 pixels (rectangle)
- 300 x 50 pixels (mobile)
- Click URL(s). GIF or JPG file formats only—static or animated. One-pixel border required. 100KB file size max.

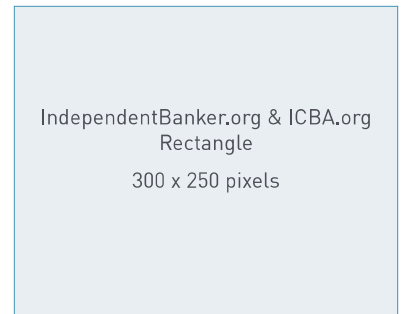
**Materials Due: ONE WEEK PRIOR TO RUN DATE—on Monday**



### IndependentBanker.org Sponsored Content

- Article excerpt: 20 word maximum.
- Article content, including headline, subhead and byline (no word limit).
- Primary image: 700 x 440 pixels.
- 728 x 90 pixel (leaderboard), two (2) 300 x 250 pixel (rectangle), 300 x 50 pixel (mobile), 145 x 150 pixel banner ads with click URL(s). GIF or JPG file formats only (static or animated). One-pixel border required. 100KB file size max.

**Materials Due: TWO WEEKS PRIOR TO RUN DATE—on Monday**



### IndependentBanker.org Video Spotlight

- Video link, title and excerpt (20 word maximum).
- Video introduction/description: 50 words maximum.
- 728 x 90 pixel (leaderboard), two (2) 300 x 250 pixel (rectangle), 300 x 50 pixel (mobile) and 145 x 150 pixel banner ads with click URL(s). GIF or JPG file formats only (static or animated). One-pixel border required. 100KB file size max.

**Materials Due: TWO WEEKS PRIOR TO RUN DATE—on Monday**

## Dedicated e-Blast: **Industry Insights** and **Banker Insider**

- 440 x 750 pixels (width by height). HTML format required. GIF or JPEG image files only, no Flash® files will be accepted.

**Materials Due: TWO WEEKS PRIOR TO RUN DATE**

Late materials may not be accepted or may be subject to a \$50 late fee.