

## Dedicated e-Blast\* — 2 AVAILABLE PER MONTH

Share your expertise in our Industry Insights or Community Banker Insider e-Blasts. Both provide an exclusive opportunity to promote new product launches, webinars, educational services and more!

You receive two exclusive email sends with your creative and messaging directed to 30,000+ ICBA opt-in subscribers (C-suite, presidents, VPs, SVPs, directors, managers, etc.).

**Industry Insights:** IndependentBanker.org content surrounds your creative and messaging

**Community Banker Insider:** Email contains only your creative and messaging

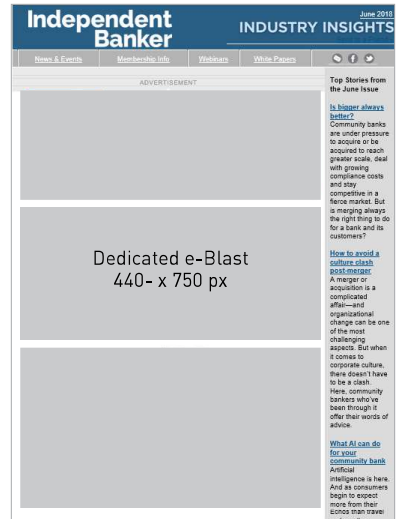
### ANALYTICS

- 23% average open rate
- 6,456 average impressions per send

**Net Rate: \$4,950**

\$5,690 for non-ICBA Corporate Members

\*Advertiser must disclose product/service promoted prior to *Independent Banker* magazine's acceptance.

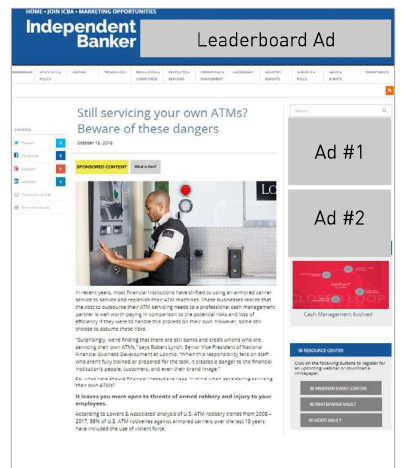


## Sponsored Content with Lead Gen Capture

- Sponsored content on IndependentBanker.org homepage within the editorial
- Homepage teaser with an image, a headline and an excerpt
- Landing page with header image, summary intro and three branded banner ads (100% SOV)
- Download button with lead gen curtain to download your white paper, toolkit, etc.
- 2 weeks of banner ads in *NewsWatch Today*
- 2 promotional excerpts in *Independent Banker* eNews
- Lead Gen Capture report

**Net Rate: \$4,650**

\$5,348 for non-ICBA Corporate Members



## Sponsored Video

- Company's 2-minute video (provided) on IndependentBanker.org homepage within the editorial content, and in the *Independent Banker* Video Vault
- Homepage teaser with an image, a headline and an excerpt about your video
- Landing page hosting your video, a 50-word introduction and three branded banner ads (100% SOV)
- Promotion of your video in the body copy of *Independent Banker* eNews

**Video Only Rate: \$2,500**

\$2,875 for non-ICBA Corporate Members

**Video with Download Options: \$4,650**

\$5,348 for non-members

### DON'T HAVE A VIDEO BUT WANT ONE?

We can help! Reach out to Matt Kusilek to learn more— 612.336.9284 or matt@icbabanks.org

