

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 30k+ 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%

RATES	
Corporate Member Net Rate	\$9,800
Non-Member Net Rate	\$10,800

