

## The Value of a Media Mix

When buying ads from both print and online versions of a media brand, the combined frequency is targeting the most active and valuable part of the audience. These “Influentials” are the most active seekers of information and loyal to both forms of media.

## ICBA Websites

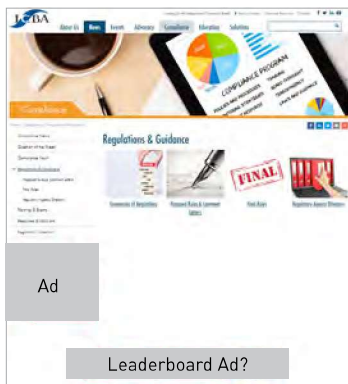
**Only 3 advertisers per month** will receive advertising on both ICBA.org and IndependentBanker.org websites with a 1/3 SOV on each!

**73%**  
of ICBA members  
accessed either  
**ICBA.org** or  
**IndependentBanker.org**  
websites



ICBA.org

is the website for the Independent Community Bankers of America providing information on ICBA education, advocacy, products and services, and more.



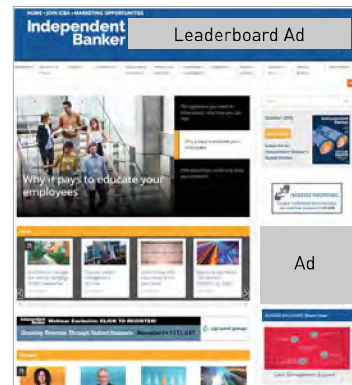
### ICBA.org Stats

Avg. Unique Visitors: 22,988/mo  
Avg. Visit Duration: 1:40  
Avg. Ad Impressions: 63,820/mo



IndependentBanker.org

is the magazine’s website, featuring trending articles, web-exclusive content, social media, forums, blogs and more.



### IndependentBanker.org Stats

Avg. Unique Visits: 10,334/mo  
Avg. Visit Duration: 2:22  
Avg. Ad Impressions: 17,454/mo



Each advertiser receives three rotating ads in the following sizes:

- Leaderboard banner ad (728 x 90 pixels)
- Rectangle banner ad (300 x 250 pixels)
- Mobile banner ad—IndependentBanker.org only (300 x 50 pixels)

### RATES

Corporate Member Net Rate	\$2,650
Non-Member Net Rate	\$3,025