

NewsWatch Today®: Daily e-Newsletter

NewsWatch Today focuses on advocacy, breaking community bank news, important updates and the latest industry trends. Daily subscriber base of 30,000+ (C-suite, presidents, VPs, SVPs, directors, managers, etc.).

ANALYTICS

- 25% average weekly open rate
- 45,270 average weekly impressions

ADVERTISING POSITIONS

Sponsored Text

1 available each week. Receive a sponsored call-out at the top of the e-Newsletter, 50 words of text and a hyperlink within the body copy, and a 145 x 150 pixel banner ad within the e-Newsletter sidebar.

Vertical Banner Ad

Rails 1-3—Each 145 x 300 pixel ad positioned prominently along the right-hand sidebar.

RATES	Sponsored Text	Rail 1	Rail 2	Rail 3
Corporate Member Net Rate	\$2,275	\$1,965	\$1,965	\$1,665
Non-Member Net Rate	\$2,605	\$2,255	\$2,255	\$1,925

The screenshot shows the top of the NewsWatch Today e-newsletter. At the top is a navigation bar with links for NEWS, EVENTS, ADVOCACY, COMPLIANCE, EDUCATION, and SOLUTIONS. Below this is a 'Sponsored Call-Out' box. The main content area features an article titled 'ICBA Continues Push for Streamlined IRS Authentication' with a sub-header 'REGULATORY RELIEF' and 'FDIC Call Features S. 2155 Consumer Compliance Provisions'. Below the article is a 'Read Joint Letter' link with social media icons. At the bottom of the main content is another 'Sponsored Text' box. On the right-hand side, there are three vertical rail positions labeled 'Rail 1', 'Rail 2', and 'Rail 3'.

Independent Banker eNews: 2x/mo Purchased Monthly

Independent Banker eNews carries the current digital edition of Independent Banker magazine and highlights online content, web exclusives, trending articles and more. Subscriber base of 30,000+ (C-suite, presidents, VPs, SVPs, directors, managers, etc.).

ANALYTICS

- 32% average open rate
- 6,366 average impressions per send

ADVERTISING POSITIONS

Cover Zero Package — 1 available each month

Receive a sponsored call-out at the top of the e-Newsletter, an embedded banner ad in the body copy of Independent Banker eNews and a full-page "Cover Zero" ad next to the digital cover of Independent Banker magazine.

Premium Package — 2 available each month

Receive 50 words of text and a hyperlink within the body copy, and a banner ad within Rail 1 or 2 (first come, first served).

Vertical Banner Ad (Rail 3)

145 x 300 pixel banner ad

RATES	Cover Zero	Premium Package	Rail 3
Corporate Member Net Rate	\$2,900	\$2,350	\$1,400
Non-Member Net Rate	\$3,300	\$2,630	\$1,585

The screenshot shows the top of the Independent Banker eNews e-newsletter. At the top is a navigation bar with links for NEWS & EVENTS, MEMBERSHIP INFO, WEBINARS, WHITE PAPERS, and social media icons. Below this is a 'Sponsored Call-Out' box. The main content area features a large image of the Independent Banker magazine cover with the headline 'This has become an incredible challenge for me'. Below the cover is a 'LAUNCH THE DIGITAL EDITION' button. To the right of the cover is a 'SUBSCRIBE TO INDEPENDENT BANKER HERE' button. Below the main content is a 'Premium Text 1' box, followed by a 'Cover Zero Banner' box, and another 'Premium Text 1' box. On the right-hand side, there are three vertical rail positions labeled 'Rail 1', 'Rail 2', and 'Rail 3'.