**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.

<table>
<thead>
<tr>
<th>RATES</th>
<th>Sponsored Text</th>
<th>Rail 1</th>
<th>Rail 2</th>
<th>Rail 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Member Net Rate</td>
<td>$2,275</td>
<td>$1,965</td>
<td>$1,965</td>
<td>$1,665</td>
</tr>
<tr>
<td>Non-Member Net Rate</td>
<td>$2,605</td>
<td>$2,255</td>
<td>$2,255</td>
<td>$1,925</td>
</tr>
</tbody>
</table>

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**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

<table>
<thead>
<tr>
<th>RATES</th>
<th>Cover Zero</th>
<th>Premium Package</th>
<th>Rail 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Member Net Rate</td>
<td>$2,900</td>
<td>$2,350</td>
<td>$1,400</td>
</tr>
<tr>
<td>Non-Member Net Rate</td>
<td>$3,300</td>
<td>$2,630</td>
<td>$1,585</td>
</tr>
</tbody>
</table>