

JANUARY

Community Bank CEO Survey 2019

- Moving the Industry Forward – 2019 Outlook
- Regulatory Outlook (focus on S.2155 implementation and legislative priorities)
- Lending Focus
- Changing Payments Landscape
- M&A Strategies

 **Thought Leadership Opportunity:**
Industry Visionaries Advertorial

Deadlines: Space – 11/20/18; Materials – 12/5/18

FEBRUARY

ICBA Convention Preview Issue

- Convention Agenda & Highlights
- Fintech Considerations
- Compliance Update
- Payment Strategies
- Data Analysis
- Digital Lending

HIGHLIGHT: Advertise in both the February and March issues and receive a resource ad in the Community Banking LIVE Guide. Convention exhibitors can participate in the exhibit hall event Mad Dash for Cash.

Deadlines: Space – 12/19/18; Materials – 1/4/19

MARCH

The Convention Issue

- Meet ICBA’s New Chairman
- Retail Banking Trends
- Lending Know-How
- Marketing Your Bank’s Success
- Compliance Update
- Investment Strategies

HIGHLIGHT: Advertise in both the February and March issues and receive a resource ad in the Community Banking LIVE Guide. Convention exhibitors can participate in the exhibit hall event Mad Dash for Cash.

Deadlines: Space – 1/23/19; Materials – 2/5/19



APRIL

Community Banking Month

- ICBA’s New Executive Committee
- Mortgage Lending
- Compliance Automation
- Cybersecurity Solutions
- Customer Acquisition & Retention
- Tech Trends

HIGHLIGHT: ICBA will showcase “go local” campaigns and celebrations promoting local economic spending.

Bonus Readership: All non-member bank presidents/CEOs and ICBA Capital Summit

Deadlines: Space – 2/21/19; Materials – 3/6/19

MAY

Best-Performing Banks Issue

- CFO Outlook Survey
- Keys to Banks’ Success
- Payment Technologies
- SBA Lending
- Digital Strategy
- Compliance Guidance

HIGHLIGHT: *Independent Banker* reports the industry’s best-performing bank segments by asset size, type, region, ROA & ROE.

 **Thought Leadership Opportunity:**
Partnering for Success Case Studies

Deadlines: Space – 3/21/19; Materials – 4/3/19



JUNE

40 Community Bankers Under 40

- Large Bank Issues
- Lending Software
- Fintech Trends
- Fighting Fraud

HIGHLIGHT: This issue will showcase Big Industry News, Big Ideas and Big Business for Community Banks.

 **Thought Leadership Opportunity:** Banker Innovation Guide—New Product & Service Showcase

Deadlines: Space – 4/23/19; Materials – 5/6/19



JULY

The Lending Issue

- Industrywide Lending Trends by Category (Mortgage, Commercial, Small Business and Ag)
- Top-Producing Lenders
- Insurance Insights
- Mitigating Credit Risk
- Physical Security
- Mobile Lending Platforms

HIGHLIGHT: ICBA will rank top loan-generating banks by volume in their respective lending categories.

Thought Leadership Opportunity:
Power Lending Partners Advertorial

Deadlines: Space – 5/22/19; Materials: 6/5/19

OCTOBER

The Regulation & Compliance Issue

- Regulatory Compliance Overview
- Digital Risk Management
- Lending Insights
- Real-Time Payments
- Wealth Management

Thought Leadership Opportunity:
Compliance Confidential Advertorial

Bonus Readership: Annual Bank Directors Conference, ICBA's Commercial Lending Institute, IT Strategies, Compliance Institute

Deadlines: Space – 8/21/19; Materials – 9/4/19

AUGUST

The ICBA Membership Issue

- Most Innovative Community Banks
- Membership Milestones
- Core-Driven Innovation
- ICBA Membership Perks
- Regulatory Audit Update
- Vendor Management

HIGHLIGHT: This issue will feature the Corporate Associate Member Directory.

Thought Leadership Opportunity: Preferred Perspectives Advertorial & Corporate Member Spotlight

Bonus Readership: All non-member bank presidents/CEOs

Deadlines: Space – 6/20/19; Materials – 7/3/19

NOVEMBER

The Digital Experience Issue

- Large Bank Issues
- Digital Banking Developments
- Artificial Intelligence (AI)
- Fintech Partnerships
- Automated Lending
- Security & Fraud

Thought Leadership Opportunity:
Innovation Insights Advertorial

Bonus Promo: Advertise in November and December to be eligible for special sections Top Tech Tips (November) and Tech.Knowledg.eSource (December).

Bonus Readership: All technology titles

Deadlines: Space – 9/24/19; Materials – 10/7/19

SEPTEMBER

The Budget Issue

- Profitability Tips
- Fraud Prevention
- Payment Strategies
- National Community Bank Service Awards
- Social Media & Marketing



Thought Leadership Opportunity:
Ask the Experts Advertorial

Bonus Readership: ICBA Lead FWD Summit

Deadlines: Space – 7/23/19; Materials – 8/5/19

DECEMBER

Best Community Banks to Work For

- 2020 ICBA Events Guide
- New Investment Strategies
- Payment Trends
- Regulatory & Compliance Review

Bonus Promo: Advertisers running in the November and December issues can participate in November's Top Tech Tips and December's Tech.Knowledg.eSource special sections.

Bonus Readership: All non-member bank presidents/CEOs

Deadlines: Space – 10/22/19; Materials – 11/4/19