

2020 EDITORIAL CALENDAR

Independent Banker



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85% of readers agree that *Independent Banker* helps them make informed decisions that improve their bank's business.

		AD CLOSE	ART DUE
JAN	COMMUNITY BANK CEO OUTLOOK 2020 Regulatory Outlook; Lending Outlook; Payments Trends; De Novo Banks Thought Leadership Opportunity: Industry Visionaries Advertorial	NOV 19	DEC 4
FEB	ICBA CONVENTION PREVIEW ISSUE Convention Agenda & Highlights; Fintech Strategy; Compliance Update; Digital Lending; Payment Strategies	DEC 19	JAN 6
MAR <i>Special Promotion! Details below.</i>	THE CONVENTION ISSUE Meet ICBA's New Chairman; Retail Banking Trends; Ag Lending Insights; Cybersecurity Update; Marketing Tips Bonus Readership: ICBA LIVE 2020	JAN 22	FEB 4
APR	COMMUNITY BANKING MONTH ICBA's New Executive Committee; Lending Niches; Reg Tech; Customer Acquisition & Retention; CECL Bonus Readership: All non-member bank presidents/CEOs & ICBA Capital Summit event	FEB 20	MAR 4
MAY	BEST-PERFORMING BANKS Business Payments; SBA Lending; Compliance Guidance; Recruitment Strategies Thought Leadership Opportunity: Partnering for Success	MAR 19	APR 1
JUN	40 UNDER 40: EMERGING COMMUNITY BANK LEADERS Operations; Housing Finance Policy/GSE Reform; Mortgage Lending; Fintech Trends; Fighting Fraud Thought Leadership Opportunity: Innovation Guide	APR 21	MAY 4
JUL	THE LENDING ISSUE Top-Producing Lenders; Insurance Insights; Maintaining Bank Independence; Physical Security; Mobile Lending UX Thought Leadership Opportunity: Power Lending Partners	MAY 20	JUN 3
AUG	THE ICBA MEMBERSHIP ISSUE Member Milestones; ICBA Membership Perks; Regulatory Audit Update; Core Evaluation; Social Media & Marketing Thought Leadership Opportunity: PSP Showcase & Corporate Member Spotlight Bonus Readership: All non-member bank presidents/CEOs	JUN 23	JUL 7
SEP	THE BUDGET ISSUE National Community Bank Service Awards; CFO Outlook Survey; Profitability Tips; Payment Strategies; Compensation & Benefits Thought Leadership Opportunity: Ask the Experts Bonus Readership: ICBA LEAD FWD Summit	JUL 21	AUG 3
OCT	THE REGULATION & COMPLIANCE ISSUE Regulatory Compliance Tips; RegTech; Commercial Lending; Wealth Management; Digital Risk Management Thought Leadership Opportunity: Compliance Confidential Bonus Readership: Annual Bank Directors Conference, Commercial Lending Institute, IT Strategies Institute, Compliance Institute	AUG 20	SEP 2
NOV	THE DIGITAL EXPERIENCE ISSUE Succession Planning; Faster Payments; Fintech Partnerships; Artificial Intelligence (AI); Automated Lending Tools; Marketing Tool Kit Thought Leadership Opportunity: Innovation Insights Bonus Readership: All technology titles	SEP 22	OCT 5
DEC <i>Special Promotion! Details below.</i>	BEST COMMUNITY BANKS TO WORK FOR 2021 ICBA Events Guide; Retail Banking Issues; Vendor Management; Regulatory & Compliance Review Bonus Readership: All non-member bank presidents/CEOs	OCT 20	NOV 2

FEB & MAR Special Promotion: Convention exhibitors at who advertise in both issues are eligible for Mad Dash for Cash, a highly anticipated ICBA LIVE exhibit hall event!
NOV & DEC Special Promotion: Advertise in both issues and receive a free listing in two exclusive vendor guides, Top Tech Tips (November) and Fintech Focus (December)