INDUSTRY VISIONARIES

Introduce your company’s executive to our national audience of community bank leaders and make a lasting impression as the new year begins! This unique advertorial section runs as an accompaniment to January’s Community Bank CEO Survey and the 2020 Regulatory Outlook and reveals how our industry leaders’ passions extend to their business philosophy and their vision for the future of community banking. Featuring a Q & A editorial style, Industry Visionaries offers a great opportunity to connect a face with your brand and to make a memorable impact on our bankers as they think about the year ahead. Use this opportunity to highlight a new product launch, discuss your company’s goals or share key industry insights.

QUESTIONS TO CONSIDER

• What changes in the marketplace will dictate growth in your category of business?

• How is your company poised to create solutions that meet the growing needs of community banks today?

• What new products, services or technologies are your community bank customers most interested in and why?

• Where are the strongest growth areas for your company?

• Design your own question that allows your executive to provide an answer that sheds light on your company’s philosophy or vision for the year ahead.
ADDED VALUE INCLUDES:

- Professional photoshoot (at the location of your executive's choosing)
- Editorial proofreading and professional design services
- PDF of your advertorial to use internally
- Section hosted on IndependentBanker.org and promoted through IndependentBanker eNews
- Distributed in both print and digital editions of the January issue
- Laminated counter-board of ad to display at your ICBA LIVE Convention booth

RATES AND SPECS

- Full page: $6,250 - up to 250 words of copy
- Spread: $9,100 - up to 400 words of copy

PRODUCTION SCHEDULE AND DEADLINES

January Profile Reservation Due: 11/08/19
Copy Responses Due: 11/22/19
Photoshoot: Completed before 11/29/19*
Final Proof Approval: Depends on photoshoot date
Publication date: January 2019

* Upon reservation, your company must provide:

1) Name and title of company executive
2) Name of primary contact who will assist in coordinating the photoshoot (should have access to executive's schedule)
3) Location (city and state) that the photoshoot will take place

The sooner you reserve your space, the more options you will have to schedule the photoshoot based on your executive's availability, and the sooner you will receive a proof.

Connect with Matt Kusilek to learn more and reserve your space!
matt@icbabanks.org or 612-336-9284