2020 Digital Sizes & Specifications

e-Newsletters: ICBA NewsWatch Today, ICBA Member Access, Independent Banker eNews & Dedicated eBlasts

All dimensions are width by height. GIF or JPEG files only. One-pixel border required. 100 KB file size max.

**Banner Ads** - Due one week prior to run date [on Monday]
- 600 x 100-pixel banner ad [width by height]
- Provide click URL

**Sponsored/Premium Text Placement**
Due one week prior to run date [on Monday]
- Up to 50 words total
- Headline: 10 words max
- Provide click URL [no hyperlinks]

**Dedicated eBlasts: Banker Insider & Industry Insights**
Materials due two weeks prior to run date
- Subject line(s): 50 characters max
- Text:
  - Headline: 75 characters max
  - Body Copy: 200 characters max
  - CTA: 25 characters
  - Provide click URL
- Image:
  - 600 x 338 pixels [width by height]
  - Image must be GIF, JPG or PNG

Websites:
[independentbanker.org](http://independentbanker.org) and [ICBA.org](http://ICBA.org)

All dimensions are width by height. GIF or JPEG files only. One-pixel border required. 100 KB file size max.

**ROS Display Ad Package**
Materials due one week prior to run date [on Monday].
- Leaderboard: 728 x 90 pixels
- Rectangle: 300 x 250 pixels
- Mobile: 300 x 50 pixels
- Provide click URL(s)

**Sponsored Content Package/Experts Online Content Directory (Article or Video)** -
Materials due two weeks prior to run date [on Monday].
- Article Content
  - Headline: 10-word max
  - Body Copy: 500-word max
  - Article Excerpt/Teaser: 40-word max
  - CTA URL
- Images for Article [3 sizes]
  - 770 x 440 pixel [feature image]
  - 520 x 306 [thumbnail image]
  - 1200 x 628 [LinkedIn]
- Display Ad Sizes [3]
  *Sponsored Content Packages Only.
  - Leaderboard: 728 x 90 pixels
  - Rectangle: 300 x 250 pixels
  - Mobile: 300 x 50 pixels
  - Click URL(s)

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Banner Ad for ICBA NewsWatch Today, Independent Banker eNews and ICBA Member Access
600 x 100 pixels

Dedicated eBlast Image for Community Banker Insider and Industry Insights
600 x 338 pixels

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independentbanker.org & ICBA.org
Mobile: 300 x 50 pixels

ROS Display Ad Sizes

independentbanker.org & ICBA.org
Rectangle
300 x 250 pixels

independentbanker.org & ICBA.org Leaderboard
728 x 90 pixels