

Independent Banker Webinar Packages

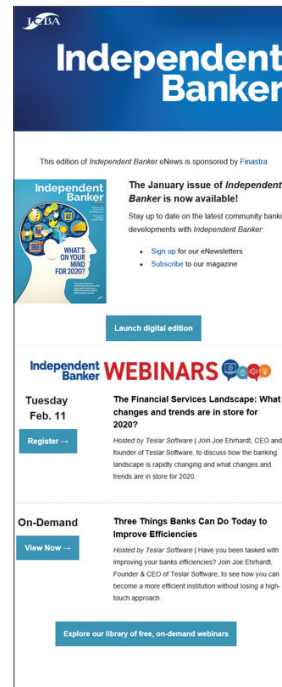
Leverage the credibility of the ICBA *Independent Banker* brand while providing thought leadership and generating leads!

LIVE WEBINAR PACKAGE | 3 PER MONTH

Give your webinar top-of-mind exposure with our robust live webinar package! We'll partner with you to host a live webinar event and promote your webinar on various ICBA and *Independent Banker* channels, ensuring maximum community bank decision-maker exposure. Receive premier consulting, creative, hosting, lead gen reporting and a comprehensive promotional marketing campaign valued over \$20,000.

LIVE WEBINAR packages include:

- eBlasts campaign to 23,000 + opt-in community bank leaders
- Promotion in *ICBA NewsWatch Today* and *Independent Banker eNews*
- Display ads on independentbanker.org
- 1/3 vertical print ad promoting your webinar in *Independent Banker* magazine
- Listings on ICBA's Education Calendar and *Independent Banker's* webinar event center
- Audience development, hosting, archiving and lead-generation reporting



The banner features the 'Independent Banker' logo and 'WEBINAR' text. It specifies the date 'APRIL 22 | 3 ET / 2 CT' and the title 'Gauging the Core Environment in 2020'. Below the title is the subtitle 'How to assess your current core partner and evolve your platform'. It lists speakers: David Scarborough (Lead Training Specialist, IBT Apps) and Tyler Lentz (Implementations Specialist, IBT Apps). A 'REGISTER TODAY!' button is at the bottom.

Independent Banker's Turnkey 4-Week Campaign



ON-DEMAND WEBINARS

On-demand webinars offer the same thought leadership & lead generation benefits as our live webinars and follow the same process of creation, fulfillment and quality. These co-branded on-demand webinars can be turned around quickly and are a great option for advertisers wanting a high-quality webinar product without a full promotional marketing campaign.

ON-DEMAND webinar packages include:

- Development, hosting, archiving and lead-generation reporting
- Listing on *Independent Banker's* webinar event center
- Full access to analytics information and full rights to webinar file for future use
- Your webinar will be hosted on the *Independent Banker* Experts Online Content Directory for 12 months (\$1,995 value)

| RATES | LIVE WEBINAR PACKAGE | ON-DEMAND WEBINARS |
|---------------------------|----------------------|--------------------|
| Corporate Member Net Rate | \$9,800 | \$5,500 |
| Non-Member Net Rate | \$11,270 | \$6,480 |