

Independent Banker Webinar Packages

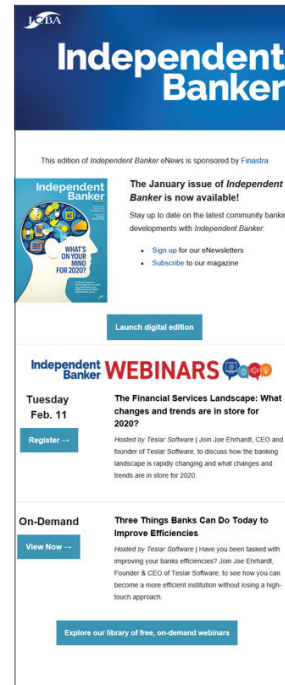
Leverage the credibility of the ICBA *Independent Banker* brand while providing thought leadership and generating leads!

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



Independent Banker
WEBINAR

APRIL 22 | 3 ET / 2 CT

Gauging the Core Environment in 2020
How to assess your current core partner and evolve your platform

Featuring:
David Scarborough
Lead Training Specialist
IBT Apps

Tyler Lentz
Implementations Specialist
IBT Apps

Demands in the banking industry are pushing community bankers to reevaluate their core provider. To stay current with industry changes it's important to have a core partner who understands the needs of your bank and equips you with the products and services necessary to grow and evolve your business.

In this webinar, we will share insights on how core platforms have evolved and discuss how to assess your current provider to maximize your partnership.

REGISTER TODAY!
To register and view our full library of free on-demand webinars, visit the *Independent Banker* Webinar Center at Independentbanker.org

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 housed in the *Independent Banker* Experts Online Content Directory for 12 months (\$1,995 value)

Independent Banker's Turnkey 4-Week Campaign



RATES	LIVE WEBINAR PACKAGE	ON-DEMAND WEBINARS
Corporate Member Net Rate	\$9,950	\$3,950
Non-Member Net Rate	\$11,705	\$4,650