

Independent Banker 2022 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 (no hyperlinking or UTMs)

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 hyperlinking or UTMs)

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

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

Websites: *independentbanker.org and 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)

ROS Display Ad Sizes

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

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

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