

Independent Banker 2023 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

- 600 X 100-pixel banner ad (width by height)
 - Provide click URL (no hyperlinking or UTMs)

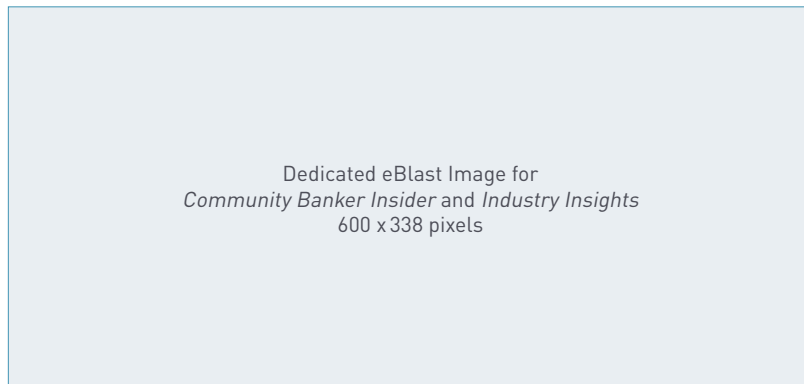
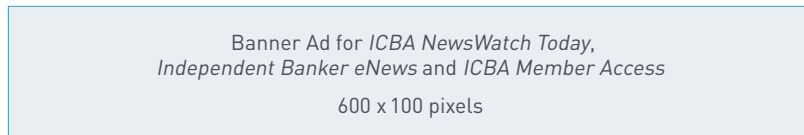
Sponsored/Premium Text Placement

- Up to 50 words total
 - Headline: 10 words max
 - Provide click URL (no hyperlinking or UTMs)

Dedicated eBlasts: *Banker Insider & Industry Insights*

Materials due the first of the month

- 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 and ICBA.org*

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ROS Display Ad Package

Materials due one week prior to run date (on Monday).

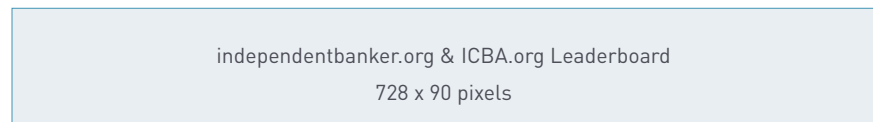
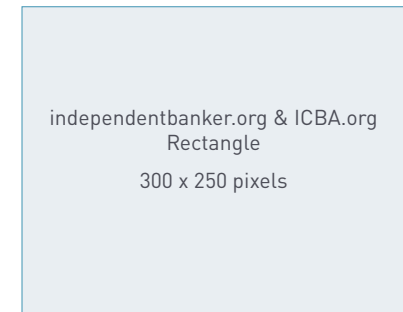
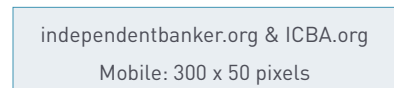
- Leaderboard: 728 x 90 pixels
- Rectangle: 300 x 250 pixels
- Mobile: 300 x 50 pixels
- Provide click URL(s)

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



NOTICE: All submitted materials are subject to review and approval by ICBA. The audience of ICBA media is exclusive to community banking and as such, content should reflect this audience and avoid references to credit unions and/or very large financial institutions.