**ICBA NewsWatch Today** | Daily eNewsletter

*NewsWatch Today* focuses on advocacy, breaking community bank news, important updates and the latest industry trends. Reach a daily subscriber base of 45,000+ community bank decision-makers (C-suite, presidents, VPs, SVPs, directors and managers).

**ADVERTISING PLACEMENTS:**
- **Sponsor Package**
  1 available per week
  Receive a prominent call-out at the top of the eNewsletter, 50 words of text and one link within the body copy and a banner ad
- **Premium Text**
  1 available per week
  Receive 50 words of text and one link within the body copy
- **Horizontal Banner Ads 1-3**
  3 available per week
  Receive one banner ad (600 x 100 pixels) embedded in the content

**ICBA Member Access** | Monthly eNewsletter

*Member Access* integrates valuable information on ICBA member benefits and highlights new products and services with content from ICBA corporate members. Distributed via email to 30,000+ monthly, *Member Access* helps members take full advantage of ICBA member benefits and reminds bank leaders that ICBA corporate members have the resources and solutions they need to help their bank succeed.

**ADVERTISING PLACEMENTS:**
- **Takeover Package**
  Own the entire newsletter!
  Receive a sponsored call-out at the top of the eNewsletter, a rich media showcase (video, slideshow, etc.), 50 words of text within the body copy, a “More” button directing to the URL of your choosing and 1 banner ad
- **Spotlight Sponsor**
  Receive a sponsored call-out at the top of the eNewsletter, a rich media showcase and a banner ad
- **Premium Package**
  Receive 50 words of text, a click URL and one banner ad
- **Banner 3**
  Receive a banner ad and a click URL

<table>
<thead>
<tr>
<th><strong>RATES</strong></th>
<th>Sponsor Package</th>
<th>Banner 1</th>
<th>Banner 2</th>
<th>Text 2</th>
<th>Banner 3</th>
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<tbody>
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<td>Corporate Member Net Rate</td>
<td>$3,570</td>
<td>$2,970</td>
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<td>Non-Member Net Rate</td>
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<th><strong>RATES</strong></th>
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