

Sponsored Content or Video Package

Share your messaging on independentbanker.org. Each package includes:

- A homepage teaser of your article or video with a thumbnail image, a headline and an excerpt
- Landing page on independentbanker.org with your article or video, a feature image and a CTA link
- 4 display ads (1 leaderboard, 2 rectangles and 1 mobile ad) on your article's landing page (100% SOV)
- Promotional campaign including placements in *ICBA NewsWatch Today*, and LinkedIn
- Archived in *Independent Banker's* Experts Online Content Directory

RATES	
Corporate Member Net Rate	\$3,595
Non-Member Net Rate	\$4,450

Landing Page and Roadblocked Ads

Independent Banker Leaderboard Ad

Executive Report: CSI Consumer Cybersecurity Poll
January 3, 2020

2,000 American Consumers Said ...

2019 CONSUMER CYBERSECURITY POLL

Americans divulge their top cybersecurity concerns
Breaking news stories of data breach after data breach prevail in every industry. Yet, consumers' lives are spent increasingly and more dependently online via computer and mobile device.

Consumers' Top Concerns
Top cybersecurity issues that worry consumers as related to their personal confidential information are identity theft (73 percent) and stolen credit or debit card information (72 percent), both of which directly relate to banking relationships and functions.

Should I Stay or Should I Go?
While 58 percent of consumers say they would leave their financial institution if it suffered a breach, 39 percent only somewhat agree, indicating they could be persuaded to stay by a well-executed incident response.

Poor Password Habits
Nearly one-fourth of consumers (24 percent) say it is okay to use the same password for online banking as for other accounts, a clear opportunity to educate consumers for their own benefit—and yours.

Have I Been Hacked?
Nearly 1 in 3 consumers (30 percent) do not know what to do if their personal confidential information is compromised, another key educational opportunity.

Debit vs. Credit Card Security
More than half of consumers (56 percent) believe a person's payment information is more likely to be compromised when using a debit card versus a credit card, a glaring misperception that is ripe for correction.

For more information on this research, get the full **Cybersecurity Consumer Poll Executive Report.**

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Rectangle Ad 1

Rectangle Ad 2

Sponsored Content Homepage Teaser Section

SPONSORED CONTENT

2,000 American Consumers Said ...

Executive Report: CSI Consumer Cybersecurity Poll
SPONSORED | Get data-driven research outlining Americans' fears, perceptions and attitudes toward cybersecurity at their financial institutions and how you can respond.

VIDEO | Learn why small businesses love ACH payments
SPONSORED VIDEO | Small businesses love ACH payments because they're simple, fast and secure. Help your customers capitalize on the benefits of ACH.

Let's radically reduce appraisal spread and accuracy.
Read our eWhite Paper & see how data can drive credible results.

Introducing Property Fingerprint | The future of data collection in the home valuation industry
SPONSORED | Learn how your bank can use advanced technology to ensure greater transparency, granularity, speed, consistency and credibility on every home valuation.

CONNECTIONS

How OceanFirst Bank retained clients by connecting
Liberty Bank Minnesota's community legacy
How to market your community bank in 2020
Twin City Bank: A leader in banking cannabis

LinkedIn Promotional Campaign

Independent Banker ICBA Independent Banker
275 followers
Promoted

With risk teams often facing resource constraints, digitizing the risk management process is a great way to improve efficiency. Not only does this save resources, but it improves risk managers' ability to focus on the insights and actions that matter.

PROTECHT
Evaluating Risk

More with less
Managing risks with limited resources

protechtrisk.com

More With Less: Managing Risks With Limited Resources [Learn more](#)

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