

Independent Banker 2024 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)

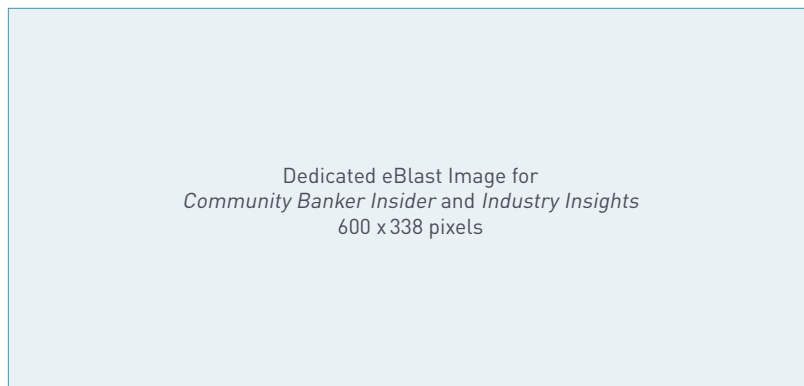
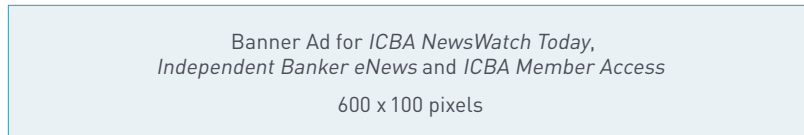
Sponsored/Premium Text Placement

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

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**

All dimensions are width by height. GIF or JPEG files only. One-pixel border required. 100 KB file size max.

ROS Display Ad Package

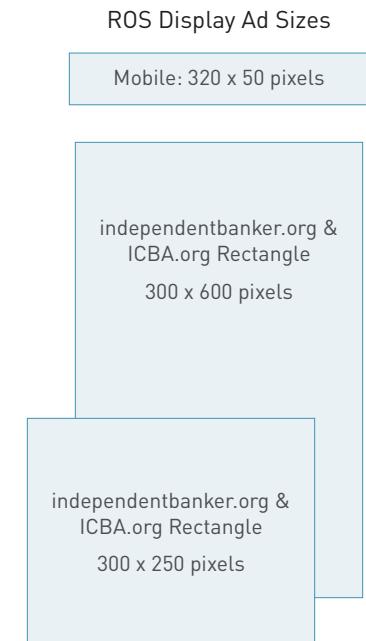
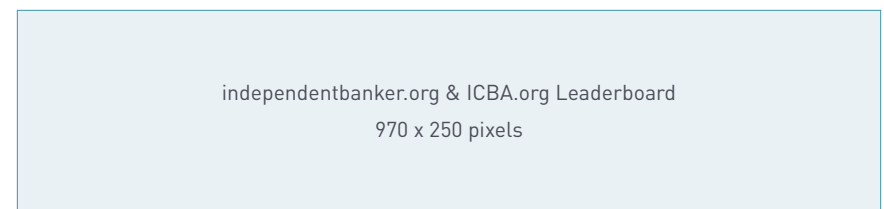
Materials due one week prior to run date (on Monday).

- Leaderboard: 970 x 250 pixels
- Rectangles: 300 x 250 & 300 x 600 pixels
- Mobile: 320 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)
 - Featured image: 2000 x 1250 pixels
 - Thumbnail image: 750 x 750 pixels
 - 1200 x 628 (LinkedIn)
- Display Ad Sizes (3)
 - *Sponsored Content Packages Only.
 - Leaderboard: 970 x 250 pixels
 - Rectangles: 300 x 250 & 300 x 600 pixels
 - Mobile: 320 x 50 pixels
 - Click URL(s)



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.