

## 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

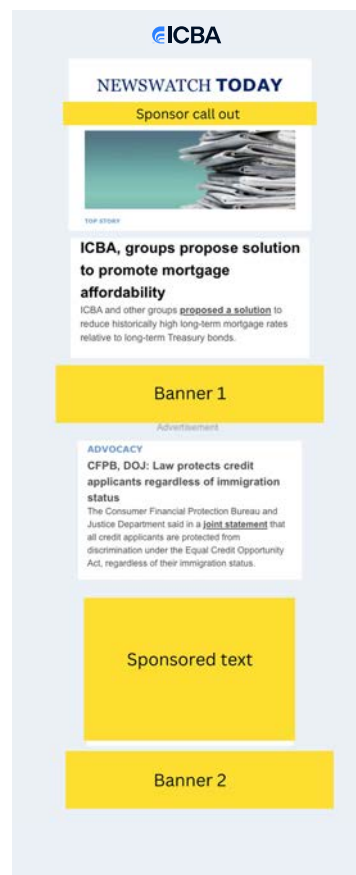
Receive a prominent call-out at the top of the eNewsletter, 50 words of text and one link within the body copy and a banner ad

### 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



RATES	Sponsor Package	Banner 1	Banner 2	Text 2	Banner 3
Corporate Member Net Rate	\$3,570	\$2,970	\$2,550	\$2,120	\$1,615
Non-Member Net Rate	\$4,200	\$3,495	\$3,000	\$2,495	\$1,900

## 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

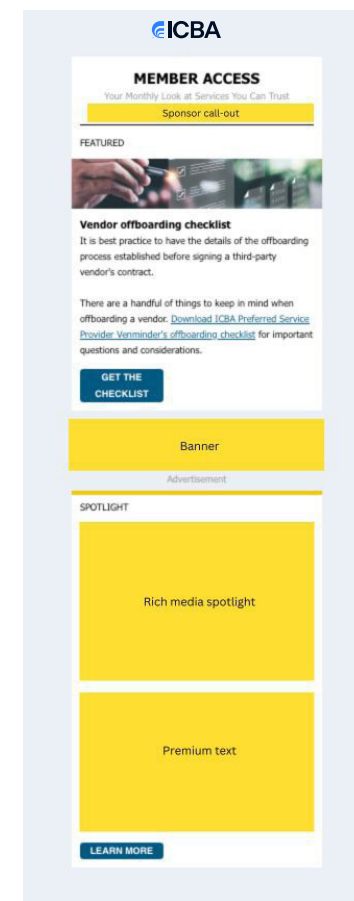
Receive a sponsored call-out at the top of the eNewsletter, a rich media showcase and a banner ad

### Premium Package

Receive 50 words of text, a click URL and one banner ad

### Banner 3

Receive a banner ad and a click URL



RATES	Takeover Package	Spotlight Sponsor	Premium Package	Banner 3
Corporate Member Net Rate	\$6,995	\$4,495	\$2,495	\$1,400