

Independent Banker Podcast Sponsorship Opportunities

Independent Banker: A Community Banking Podcast from ICBA

Independent Banker: A Community Banking Podcast from ICBA captures the lively conversations between community bankers, ICBA leaders and other partners about emerging technology, current community banking issues and much more. As a presenting sponsor, you'll align your brand with some of the hottest topics among your key audiences.

Presenting Sponsor

**Three episode minimum*

Included:

- Mention at the beginning of the episode
- 30 second mid-episode advertisement/read by host
- Logo/Branding inclusion in podcast print advertisement in *Independent Banker* magazine, NewsWatch Today banner ad and in LinkedIn promoted post per episode
- Banner ad on podcast landing page

Episode Sponsor

Included:

- Mention at the beginning of the episode
- 30 second mid-episode advertisement/read by host
- Post-episode introduction into 3 minute closing thought-leadership segment with your own subject matter expert *on topic related to episode

PRICING	1x	3x	6x
Presenting Sponsor*	-	\$5,000	\$4,000
Episode Sponsor	\$7,500	\$6,000	\$4,500
Presenting & Episode Sponsor*	-	\$9,900	\$7,225

*3-Episode minimum

The screenshot displays the podcast player for 'Communities of Innovation: An ICBA Podcast'. The current episode is 'Episode 9: Why today's innovation is tomorrow's normal — with Tim Shangle, AVP, innovation ...' dated Sep 01, 2022, with a duration of 30:45. Below the player is a list of other episodes:

- Episode 8: The Digital Transformation Journey Begins with the "People Factor" - with Kathy Str... (Jun 02, 2022, 47:49)
- Episode 7: Why cybersecurity is no longer just an IT issue (Apr 27, 2022, 45:18)
- Episode 6: Demystify and Prosper: How Community Banks Find Success in Fintech Partnership... (Mar 31, 2022, 32:39)

At the bottom, there are three buttons for listening on Apple Podcasts, Google Podcasts, and Spotify.

2024 UPCOMING TOPICS

January/February: ICBA LIVE 2024 Preview

March/April: Marketing; National Campaign; Community Banking Month

May/June: Check Fraud

July/August: Lending

September/October: Cybersecurity

November/December: Best Community Banks to Work for; Workplace Culture