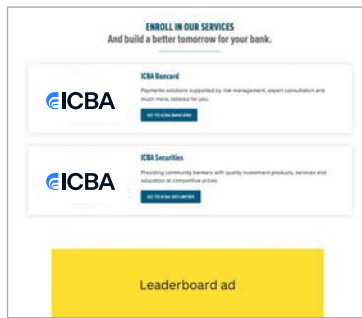


Independent Banker Website Advertising

Advertising runs on both ICBA.org and independentbanker.org websites with a one-fourth share of voice on each. Each advertiser receives four rotating ads in the following sizes:



ICBA.org

The website for the Independent Community Bankers of America providing information on ICBA education, advocacy, products and services, and more.



independentbanker.org

The website for *Independent Banker* magazine featuring trending articles, web-exclusive content, industry insights, social media, forums, blogs and more.

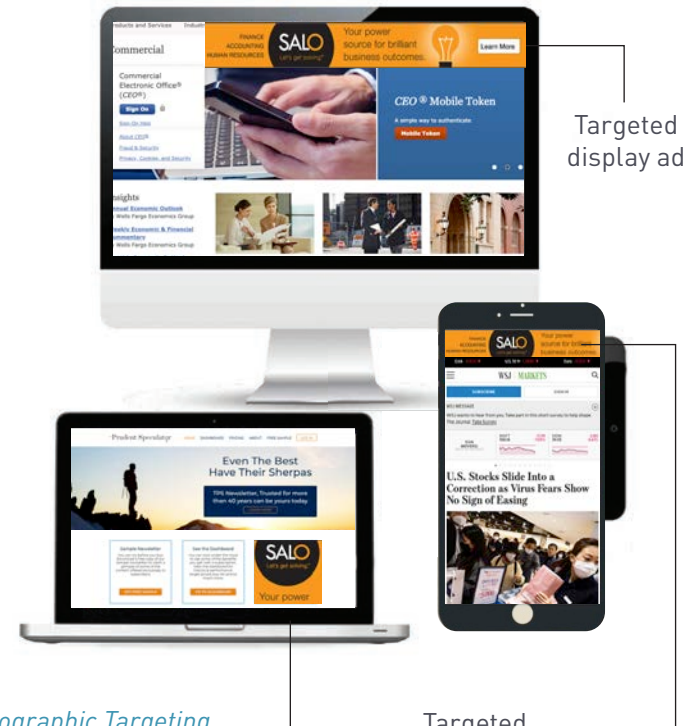
73% of ICBA members accessed either **ICBA.org** or **independentbanker.org** websites

Average Monthly Impressions: **178,639**

RATES	
Corporate Member Net Rate	\$2,975
Non-Member Net Rate	\$3,500

Extend your reach anywhere and everywhere customers are consuming digital content

Place your ads in front of a targeted audience of community bank decision-makers and engage those who have expressed interest in your solutions. Targeted display ads promote your business to the most interested audiences possible and feature a blend of tactics to build your campaign:



- Demographic Targeting
- Content Targeting
- Behavioral Targeting
- Site Retargeting
- Geographic Targeting
- Device Id Geo-Fencing

Targeted Display* **\$15 CPM**
 Targeted Display + Device ID* **\$18 CPM**
Three-month minimum campaign timeline