



## Guest Experts: Customer Acquisition

Take this opportunity to share how your solutions can help community banks get to the next level. This special advertorial section will appear in the marketing-focused March issue of Independent Banker and will be distributed to a bonus audience of community bankers with marketing titles.

### CHALLENGE/SOLUTION FORMAT:

1. State the challenge & solution.
  - A. Name a challenge community banks are facing
  - B. Summarize your company's solution
2. Highlight the benefits of your company's product or service:
  - A. Use case studies and/or testimonials
  - B. Offer concrete details on how your solution works
  - C. Emphasize the impact your solution can make for community banks
3. Include an image to support your message (headshot, stock photo, chart, etc.)
4. Share contact information (Name, email, phone, website)

### ADDED VALUE INCLUDES:

- High-resolution PDF of your advertorial to use internally
- Inclusion in the digital issue of Independent Banker
- Bonus distribution to community bank marketing titles

### RATES

Size	Corporate Member	Non-Member
<b>TWO-PAGE SPREAD</b>	\$8,500	\$10,000
<b>FULL PAGE</b>	\$5,600	\$6,650
<b>HALF PAGE (vertical)</b>	\$3,975	\$4,571

**Guest Experts: Customer Acquisition**

**Taking Community Banks to the Next Level**

Explore this special advertorial section for industry insights on how community banks can attract new customers, strengthen existing customer relationships and boost business.

**Independent Banker**

**Unleash your inner marketing genius with this three-step multichannel marketing strategy**

**CHALLENGE:** In the era of increasing customer expectations, it's not enough to just offer a banking product. Community banks need to provide a personalized and exceptional customer experience for the foreseeable future.

**SOLUTION:** To best serve today's and tomorrow's customers, community banks need to embrace a customer-centric approach. This involves understanding the needs and preferences of their customers and tailoring their services to meet those needs.

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**Harland Clarke**

**Make the most of your marketing budget without breaking the bank**

**CHALLENGE:** Digital marketing is a hot topic for many banks, but many lack the budget to run large-scale campaigns. This is where creative and strategic marketing comes in.

**SOLUTION:** By focusing on high-impact, low-cost marketing strategies, community banks can maximize their marketing budget and reach their target audience effectively.

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**FinTel**

**Building a simple marketing strategy: three questions to ask yourself**

**CHALLENGE:** Marketing can be complex, but it doesn't have to be. By asking three key questions, community banks can develop a clear and effective marketing strategy.

**SOLUTION:** The three questions are: 1) Who is your target audience? 2) What are your goals? 3) How will you measure success? Answering these questions can help banks focus their marketing efforts and achieve better results.

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**IBTApps**

### DELIVERABLES & SPECIFICATIONS

**Headline/title:** 10 words max

**Challenge & Solution:** 75 words (combined) max

**Main Copy:** Lowercase headlines. Please use multiple paragraphs, and bulleted/numbered lists sparingly.

- Two-page Spread: **700** words
- Full Page: **400** words
- Half Page: **125** words

**Contact Info:** name & title, email, phone, URL

**Image Size:** 3.75"W x 3"H; Image must be 300DPI at 100% of print size

**Logo:** Vector/.ai format; file must be 300DPI at 100% of print size

**MARCH 2024 ISSUE**

**Space Reservation Due:** January 18th, 2024

**Ad Materials Due:** February 2nd, 2024

To learn more and reserve your space:

**Contact: Matt Kusilek**

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