



Guest Experts: Cybersecurity

Cybersecurity is a top concern for community banks and Cybersecurity Month is a perfect time to show how you can help. This companion section to *Independent Banker's* Cybersecurity issue is the opportunity to highlight your expertise in guiding banks through these challenges. Maximize your visibility as an expert, address a challenge, offer insights on your niche and discuss your point of differentiation.

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
- Promotion for the section will run in ICBA's daily newsletter, *NewsWatch Today*
- Inclusion in the Experts Content Directory for 12 months

RATES

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

GUEST EXPERTS Cybersecurity

The special advertisement features industry partners whose products and services are helping community banks through cybersecurity challenges.

Explore this section to learn more about how your bank can navigate these complex issues by partnering with our guest experts.

Independent Banker

Proper 'cyber-hygiene' can help combat fraud

Headline: ...

Challenge & Solution: ...

Main Copy: ...

Contact Info: ...

FIS

Achieving Cyber Resilience with a Security and Compliance Solution

Headline: ...

Challenge & Solution: ...

Main Copy: ...

Contact Info: ...

Adlumin

TO SEE THE ENTIRE GUEST EXPERTS: CYBERSECURITY SECTION FROM 2023, CLICK HERE.

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

OCTOBER 2024 ISSUE

Space Reservation Due: August 16th, 2024

Ad Materials Due: September 3rd, 2024

To learn more and reserve your space:

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