

## **e-Newsletters:** *ICBA NEWSWATCH TODAY®; ICBA BANKER'S DOZEN; INDEPENDENT BANKER ENEWS; INSIDER E-BLAST*

All dimensions are width by height. GIF or JPEG files only. One-pixel border required. 100 KB file size max.

### BANNER ADS

600 X 100-pixel banner ad (width by height)

- Provide click URL (no hyperlinking)

### SPONSORED/PREMIUM TEXT PLACEMENT

Up to 50 words total

- Headline: 10 words max
- Provide click URL (no hyperlinking)

### DEDICATED E-BLASTS

Materials due the first of the month

- Subject line(s): 50 characters max

#### **Text:**

- Headline: 75 characters max
- Body Copy: 200 characters max
- CTA: 25 characters
- Provide click URL

#### **Image:**

- 600 x 338 pixels (width by height)
- Image must be GIF, JPG or PNG

## **Websites:** *INDEPENDENTBANKER.ORG AND ICBA.ORG*

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### ROS DISPLAY AD PACKAGE

Materials due one week prior to run date (on Monday).

- Leaderboard: 970 x 250 pixels
- Rectangles: 300 x 250 & 300 x 600 pixels
- Mobile: 320 x 50 pixels
- Provide click URL(s)

### SPONSORED CONTENT PACKAGE

Experts Online Content Directory (Article or Video)

Materials due two weeks prior to run date (on Monday).

#### **Article Content**

- Headline: 10-word max
- Body Copy: 500-word max
- Article Excerpt/Teaser: 40-word max
- CTA URL

#### **Images for Article (3 sizes)**

- Featured image: 2000 x 1250 pixels
- Thumbnail image: 750 x 750 pixels
- 1200 x 628 (LinkedIn)

#### **Display Ad Sizes (3) (Sponsored Content Packages Only)**

- Leaderboard: 970 x 250 pixels
- Rectangles: 300 x 250 & 300 x 600 pixels
- Mobile: 320 x 50 pixels
- Click URL(s)