

# Extended Reach and Targeted Display

## REACH HIGHLY TARGETED, INTERESTED, OPTED-IN AUDIENCES VIA THEIR INBOX

Independent Banker's **Extended Reach** network email solution and **Targeted display** ads allow you to determine the audience and promote your business to the most engaged decision makers.

### EXTENDED REACH

Choose from dozens of demographic and lifestyle categories to build your recipient list.



#### B2B TARGETING OPTIONS:

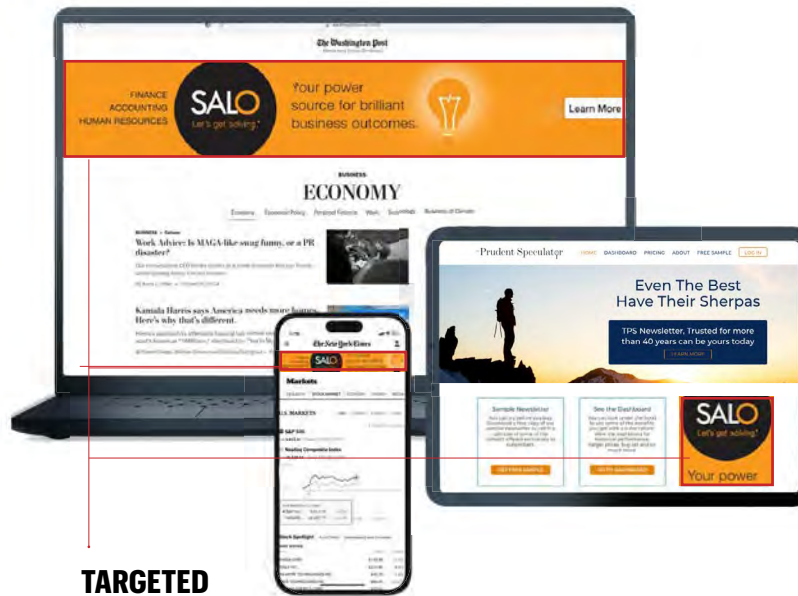
- Industry: Financial Institution specific Industry Groups, SIC Codes, NAICS Codes Sales Volume
- Title/Department
- General Management including C-Suite / Board Member Owner / Founder / Director / VP, ++ etc.
- Finance specific including Compliance Specialist Mortgage Specialist / Tax Specialist / Corporate Finance / Risk Management, ++, etc.
- Age
- Education
- Employee Size
- Fortune Company

#### SCALABLE | DISCOUNTED RATE OF \$65 CPM

- 25,000 opted-in subscribers for \$1,625
- 50,000 opted-in subscribers for \$3,250
- 100,000 opted-in subscribers for \$6,500

### TARGETED DISPLAY

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

Contact us today to get started!

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 RATES

- Targeted Display\* ..... **\$15 CPM**
- Targeted Display + Device ID\* .... **\$18 CPM**

*Three-month minimum campaign timeline*