

## Sponsored Content or Video Package

Share your messaging on independentbanker.org. Each package includes:

- A homepage teaser of your article or video with a thumbnail image, a headline and an excerpt
- Landing page on independentbanker.org with your article or video, a feature image and a CTA link
- 4 display ads (1 leaderboard, 2 rectangles and 1 mobile ad) on your article's landing page (100% SOV)
- Promotional campaign including placements in *ICBA NewsWatch Today*, and LinkedIn
- Archived in *Independent Banker's* Experts Online Content Directory

RATES	
Corporate Member Net Rate	\$3,595
Non-Member Net Rate	\$4,450

### Landing Page and Roadblocked Ads

The screenshot shows the landing page for the 'Executive Report: CSI Consumer Cybersecurity Poll' on independentbanker.org. The page features a main article with a large image of the report cover. To the right of the article, there are two yellow rectangular ads labeled 'Rectangle Ad 1' and 'Rectangle Ad 2'. Above the article, there is a yellow leaderboard ad labeled 'Leaderboard Ad'. The page also includes a sidebar with social media sharing options and a 'Sponsored Content' section.

### Sponsored Content Homepage Teaser Section

The screenshot shows the 'Sponsored Content' section on the homepage. It features a grid of sponsored content items, including a '2,000 American Consumers Said...' article, a 'VIDEO | Learn why small businesses love ACH payments' video, and a 'Let's radically reduce operational spend and accruals' article. Below the grid, there is a 'Connections' section with four featured articles: 'How OceanFirst Bank retained clients by connecting', 'Liberty Bank Minnesota's community legacy', 'How to market your community bank in 2020', and 'Twin City Bank: A leader in banking cannabis'.

### LinkedIn Promotional Campaign

The screenshot shows a LinkedIn promotional campaign for 'ICBA Independent Banker'. The campaign features a blue banner with the text 'More with less Managing risks with limited resources' and the Protecht logo. Below the banner, there is a call to action 'More With Less: Managing Risks With Limited Resources' and a 'Learn more' button. The campaign also includes a 'Protecht Redefining Risk' logo and the website 'protech.higroup.com'.