# Independent Podcast Sponsorship Opportunities

# Independent Banker: A Community Banking Podcast from ICBA

Independent Banker: A Community Banking Podcast from ICBA captures the lively conversations between community bankers, ICBA leaders and other partners about emerging technology, current community banking issues and much more. As a presenting sponsor, you'll align your brand with some of the hottest topics among your key audiences.

### **Presenting Sponsor**

\*Three episode minimum

#### Included:

- · Mention at the beginning of the episode
- 30 second mid-episode advertisement/read by host
- Logo/Branding inclusion in podcast print advertisement in *Independent Banker* magazine, NewsWatch Today banner ad and in LinkedIn promoted post per episode
- Banner ad on podcast landing page

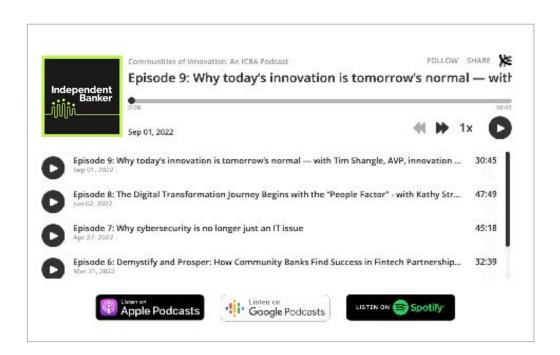
## **Episode Sponsor**

#### Included:

- Mention at the beginning of the episode
- 30 second mid-episode advertisement/read by host
- Post-episode introduction into 3 minute closing thought-leadership segment with your own subject matter expert \*on topic related to episode

PRICING	1x	3x	6x
Presenting Sponsor*	-	\$5,000	\$4,000
Episode Sponsor	\$7,500	\$6,000	\$4,500
Presenting & Episode Sponsor*	-	\$9,900	\$7,225

<sup>\*3-</sup>Episode minimum



#### **2024 UPCOMING TOPICS**

January/February: ICBA LIVE 2024 Preview

March/April: Marketing; National Campaign; Community Banking Month

May/June: Check Fraud July/August: Lending

**September/October:** Cybersecurity

November/December: Best Community Banks to Work for; Workplace Culture