Website Advertising

Advertising runs on both ICBA.org and independentbanker.org websites with a one-fourth share of voice on each. Each advertiser receives four rotating ads in the following sizes:

- ICBA.org
  The website for the Independent Community Bankers of America providing information on ICBA education, advocacy, products and services, and more.

- independentbanker.org
  The website for Independent Banker magazine featuring trending articles, web-exclusive content, industry insights, social media, forums, blogs and more.

**73% of ICBA members accessed either ICBA.org or independentbanker.org websites**
Average Monthly Impressions: **178,639**

<table>
<thead>
<tr>
<th>RATES</th>
<th></th>
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<tbody>
<tr>
<td>Corporate Member Net Rate</td>
<td>$2,975</td>
</tr>
<tr>
<td>Non-Member Net Rate</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

Extend your reach anywhere and everywhere customers are consuming digital content

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 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**

**RATES**

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

* Three-month minimum campaign timeline