



# Independent Banker

2025 MEDIA KIT



# Powerful Engagement. Integrated Solutions.

Reach your desired audience of community bank decision-makers through our print, digital & live experiences. It's our mission to connect you with audiences actively engaged through our suite of products.

## THE TOP NATIONAL COMMUNITY BANKING MAGAZINE



### BEST-IN-CLASS EVENTS



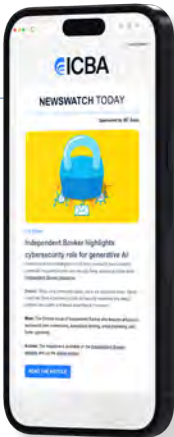
### DOMINANT CONTENT MARKETING



### DIGITAL STRENGTH



### E-NEWSLETTERS



### WEBINAR PACKAGES



## ***Independent Banker* has recently been named a 2023 Content Marketing Awards winner in the “association publication” category.**

- Mailed directly to presidents, CEOs and C-level staff of ICBA member community banks who make the decisions to buy.
- Circulated nationally, averaging 10,000 printed copies per issue with an average monthly pass-along rate of three people per subscriber. Printed copies are seen by more than 30,000 community bank decision-makers monthly.
- Distributed digitally to an opt-in subscriber base of more than 2,000, twice monthly.

### AWARDS & ACCOLADES

## ***Independent Banker* is recognized for editorial excellence**



**2024 Winner** Best Podcast and Best Monthly Trade Association Publication



**2022 Winner** Best Association Publication

**2022 Finalist** Best Financial Services Publication

**2021 Finalist** “ICBA Bank Locally”

**2020 Finalist** Best Cover Design



**2019 Bronze Award:** January issue

### THE STATS

**96%**

#### **Trusted source**

Readers view *Independent Banker* as a trusted source of information.

**90%**

#### **Relevant content**

Readers agree that we cover topics that matter to community bankers.

**91%**

#### **Useful information**

Readers say our content is useful and provides enough depth.

**72%**

#### **Preferred source**

Community bankers turn to us as their preferred source of industry news.

**75%**

#### **Prefer print**

Of readers prefer to receive a printed version monthly

**61%**

#### **Referenced regularly**

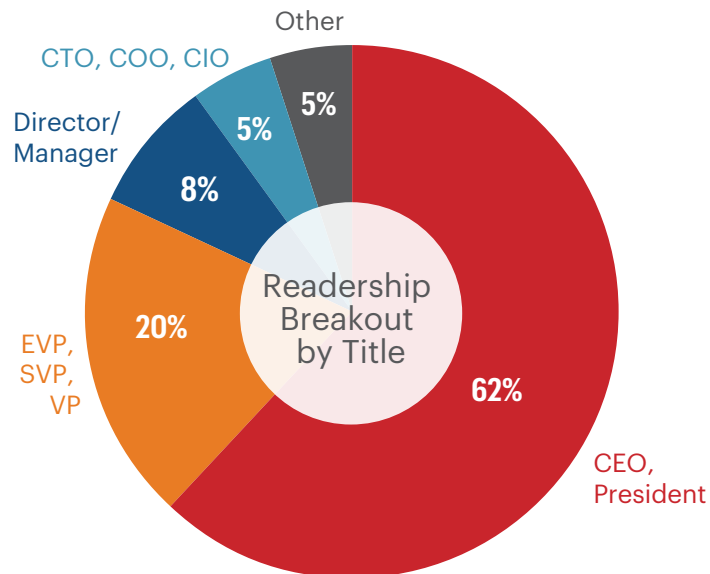
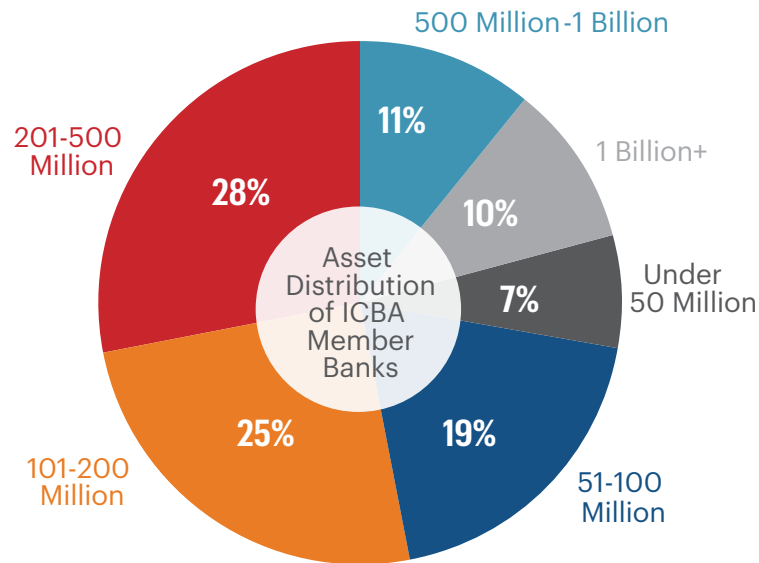
Of readers reference the print magazine regularly

# Our advertising initiative + the power of *Independent Banker*

## TARGETED AUDIENCE

Independent Banker is the only national publication solely dedicated to addressing the needs of community bank decision makers and is consistently ranked the number-one benefit of ICBA membership.

### BY THE NUMBERS



### THE STATS



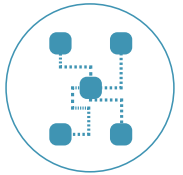
Average Assets:

**710 Million**



Average Number of Employees:

**103 People**



Average Number of Branches:

**8 Locations**

## PROFILE OF THE TYPICAL ICBA MEMBER BANK

*Collectively, ICBA Member Banks have:*

**\$1.5 trillion** in assets

**\$1.2 trillion** in deposits

**\$1 trillion** in loans to consumers, small businesses and agricultural communities

**52,000** locations nationwide

		AD CLOSE	ART DUE
JAN	<b>Community Bank CEO Outlook 2025</b> Payments Trends; Growth Strategies; Regulatory & Risk Outlook; Lending Outlook; Customer Acquisition & Retention	NOV 18	DEC 5
FEB	<b>ICBA LIVE Preview</b> Fintech Solutions; Compliance Update; Minority-Owned Bank Focus; Fraud Mitigation Strategies	DEC 16	JAN 8
MAR	<b>Marketing &amp; Customer Acquisition</b> Cybersecurity Update; Retail Banking Trends; The Future of Marketing; Treasury Management <i>Special Section: Guest Experts—Customer Acquisition</i> + <i>Bonus Distribution: Bank Marketing Titles, ICBA LIVE</i>	JAN 16	FEB 3
APR	<b>Advocacy</b> <b>Community Banking Month/ Bank Locally</b> ; Policy Outlook; Core Considerations; Recruitment & Retention Strategies <i>Special Section: Guest Experts—Core Technology</i>	FEB 18	MAR 5
MAY	<b>Fraud Prevention</b> Business Payments; SBA/Commercial Lending; Legal Services; Back-Office Technology <i>Special Section: Fraud Prevention</i>	MAR 18	APR 2
JUN	<b>Small Business</b> <b>40 Under 40: Community Bank Leaders</b> ; Cloud Banking; Construction Lending; Small Business Banking; Leadership Succession <i>Special Section: Partnering for Success</i> + <i>Bonus Distribution: Non-Member Bank Presidents &amp; CEOs</i>	APR 18	MAY 5
JUL	<b>Lending</b> <b>Outstanding Lenders 2025</b> ; Physical Security; Digital Customer Experience; Risk Management; Faster Payments <i>Special Section: Guest Experts—Lending</i>	MAY 16	JUNE 3
AUG	<b>Budgeting</b> <b>ICBA Corporate Member Directory</b> ; CFO Perspectives; Regulatory Audit Update; Compensation & Benefits; Expense Saving; Financial Accounting & Reporting <i>Special Section: PSP Showcase &amp; Corporate Member Spotlight</i> + <i>Bonus Distribution: Non-Member Bank Presidents &amp; CEOs</i>	JUNE 18	JULY 3
SEP	<b>Compliance &amp; Risk</b> <b>National Community Bank Service Awards 2025</b> ; Large Bank Issues; Regulatory Compliance Focus; Payment Strategies; Regtech; Risk Management <i>Special Section: Guest Experts—Compliance</i>	JULY 17	AUG 1
OCT	<b>Cybersecurity</b> Cybersecurity; Fraud Solutions; Lending Niches; Wealth Management/Trusts; Core Considerations; Insurance Issues <i>Special Section: Guest Experts—Cybersecurity Threats &amp; Solutions</i>	AUG 16	SEPT 1
NOV	<b>Digital Banking</b> <b>ICBA Fintech Directory</b> ; Artificial Intelligence (AI); Fintech Partnerships; Data Strategy; Banking Technology <i>Special Section: Digital Banking</i> + <i>Bonus Distribution: Bank Technology Titles</i>	SEPT 18	OCT 3
DEC	<b>Best Community Banks To Work For 2025</b> Retail Banking; Vendor Management; Regulatory & Compliance Review; Board Succession Planning; Talent & HR <i>Bonus Distribution: All Non-Member Bank Presidents &amp; CEOs</i>	OCT 17	NOV 3

In every Issue of  
Independent Banker—  
**COMPLIANCE, FRAUD,  
LENDING & INNOVATION**



In a July 2024 survey of ICBA Members, 72% of respondents indicated that *Independent Banker* is their preferred source for industry news and information!



# Powerful Print Marketing

## BE SEEN WITH THE CONTENT COMMUNITY BANKS RELY ON EACH AND EVERY MONTH

*Independent Banker* covers the topics and trends most important to community bank senior executives and is the number one source of community banking news for ICBA members. The magazine provides an exclusive editorial environment that elevates your print advertising, placing it front and center in front of an audience seeking timely, relevant information on industry resources, legislative developments and innovative solutions.

### THE STATS

**72%** of ICBA members indicated *Independent Banker* as their preferred source for industry news and information.

### RUN-OF-BOOK ADVERTISING



Be known by the company you keep—advertising runs adjacent to our award-winning editorial. Multiple ad sizes that fit every need and budget are available.

### THOUGHT LEADERSHIP ADVERTORIALS



Highlight the expertise and the insights of your SMEs. Offer solutions to challenges or present a case study with our guest expertise advertorials. Published in 9 issues throughout the year, these specially designed special sections offer a variety of specific focuses from customer acquisition to lending to fintech innovation. All design is included in the special rate, simply provide content, images and your company logo.

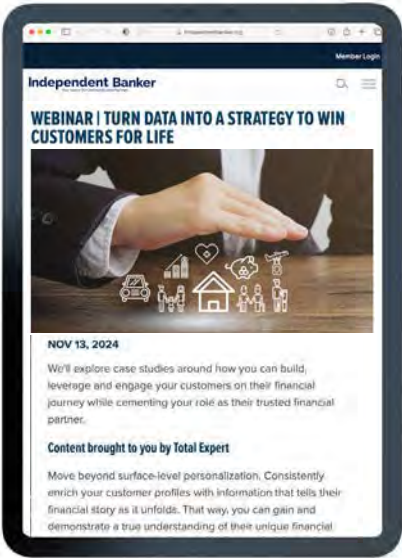
# Demand Generation

## GENERATE HIGH QUALITY LEADS FROM YOUR LIKELY CUSTOMERS

*Independent Banker* offers strategic opportunities to create awareness and interest in your company's products and services.

### WEBINARS

TARGETED THOUGHT LEADERSHIP  
AND LEAD GENERATION



Leverage the credibility of the ICBA *Independent Banker* brand and present community bank leaders with actionable solutions to their key challenges. Demonstrate how you can be a valuable partner in their growth.

### SPONSORED CONTENT

REACHING PROSPECTS  
WHERE THEY ARE



Capture the attention of your key prospects by featuring your thought leaders prominently with Independent Banker's Online Content Bundles.

### WHITE PAPERS

INFORM, INFLUENCE  
AND PROVIDE EXPERTISE



Enhance your credibility by demonstrating how your business effectively navigates industry complexities through innovative products or solutions.

# Webinar Packages

## LEVERAGE THE CREDIBILITY OF THE ICBA *INDEPENDENT BANKER* BRAND WHILE PROVIDING THOUGHT LEADERSHIP AND GENERATING LEADS!

We'll partner with you to host a customizable, live webinar event and promote it on ICBA and *Independent Banker* channels, ensuring maximum exposure to decision-makers. Receive premier consulting, creative, hosting, lead gen reporting and a comprehensive promotional marketing campaign valued at more than \$20,000.

LIVE WEBINAR PACKAGES INCLUDE:

- eBlasts campaign to 18K + opt-in community bank leaders
- Promotion in ICBA NewsWatch Today and *Independent Banker* eNews
- Display ads on independentbanker.org
- 1/3 vertical print ad promoting your webinar in *Independent Banker* magazine
- Listing both pre and post event within *Independent Banker's* webinar event center
- Audience development, hosting, archiving and lead-generation reporting

Independent Banker's Turnkey 4-Week Campaign



PACKAGE RATES	LIVE WEBINAR	NEW! WEBCAM ENABLED WEBINAR	ON-DEMAND WEBINAR
Corporate Member Net Rate	\$9,950	\$11,550	\$5,550
Non-Member Net Rate	\$11,705	\$13,530	\$6,550



**INDEPENDENT  
BANKER  
CUSTOMIZABLE  
WEBINARS**

Contact us today  
to get started!

[click to see an example](#)



# Online Content Marketing

## SPONSORED CONTENT OR VIDEO PACKAGE

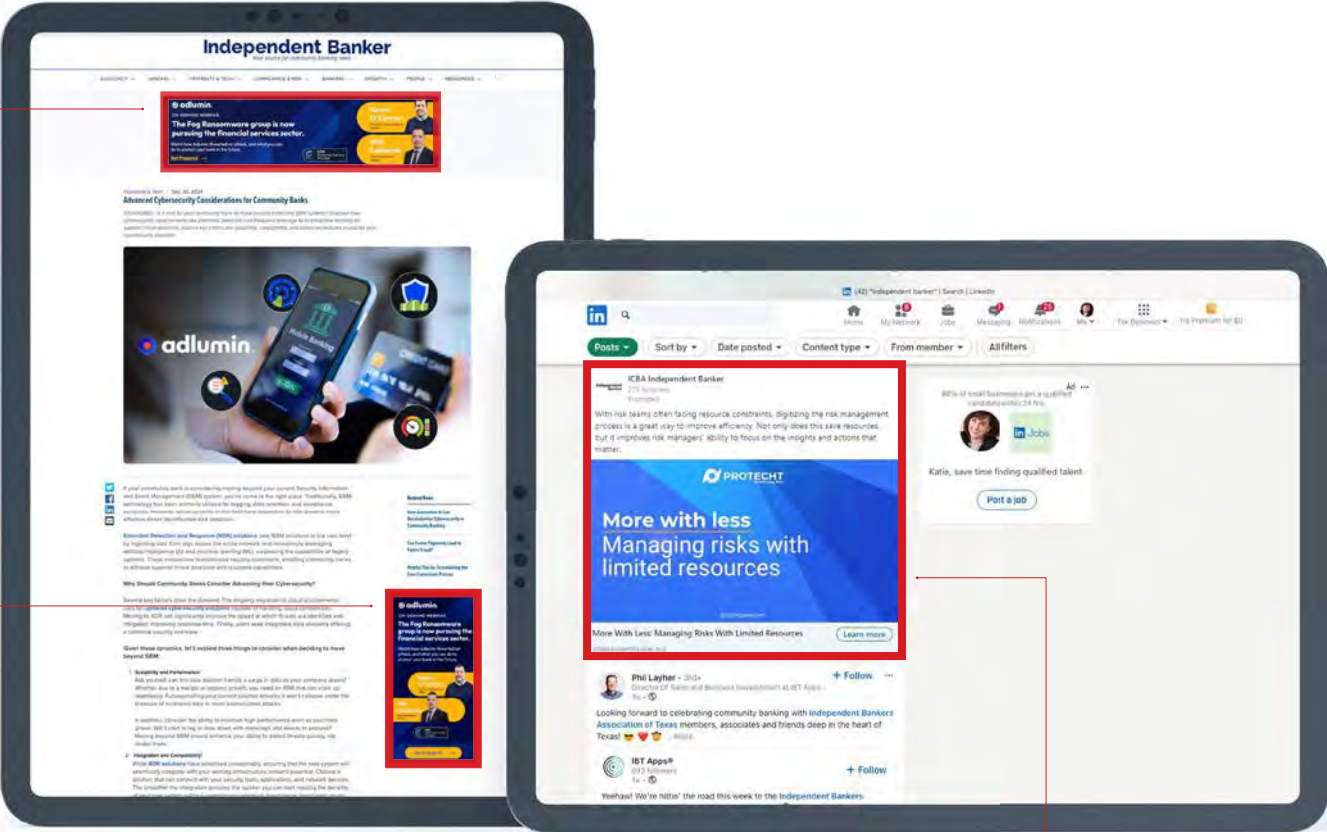
Share your messaging on independentbanker.org.  
Each package includes:

- A homepage teaser of your article or video with a thumbnail image, and a headline and an excerpt
- Landing page on independentbanker.org with your article or video, a featured 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's NewsWatch Today, *Independent Banker's* bi-monthly newsletter and LinkedIn
- Archived on IB for one year from live date

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

LANDING PAGE/  
ROADBLOCKED  
AD EXAMPLE

RECTANGLE/  
ROADBLOCKED  
AD EXAMPLE



[click here to see a live example](#)

LINKEDIN  
PROMOTIONAL  
CAMPAIGN

# Above & Beyond Print Opportunities

## HAVE YOUR MESSAGE STAND OUT

*Independent Banker* offers several custom magazine extensions that are unique ways to share your brand or products.

### ADVERTORIAL

#### THE BIG IDEA

A unique opportunity to celebrate a new initiative, highlight a product launch, tell a story or share your best information with community bank leaders.

*Independent Banker* will help you develop and produce a customized 4-page advertorial supplement to be inserted into the issue of your choice, including the digital edition.

Net Rate **\$17,500**



### INSERT

#### WHITEPAPER

Include your company's whitepaper in *Independent Banker* magazine and online at independentbanker.org.

Whitepaper package includes:

- Print | One-page, two-sided insert on cover weight stock
- Insert included on digital edition of magazine
- Digital | Online post featuring your whitepaper will be hosted in our Experts Online Content Directory

Net Rate **\$8,500**



### MAGAZINE

#### COVER EXTENSIONS

Place your message on the most visible piece of real estate in the magazine through the following options:

- Dot Whack
- Cover Curl
- Belly Band
- Tip-in Insert

A full-page advertisement is required for all cover extras.

Call for pricing and details.



Your customized message on a dot whack or a cover curl

# Website advertising

## TARGETED AUDIENCE

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 on each website.

## BY THE NUMBERS

### HIGHLY ACCESSED

**73%** of ICBA members accessed either ICBA.org or independentbanker.org websites

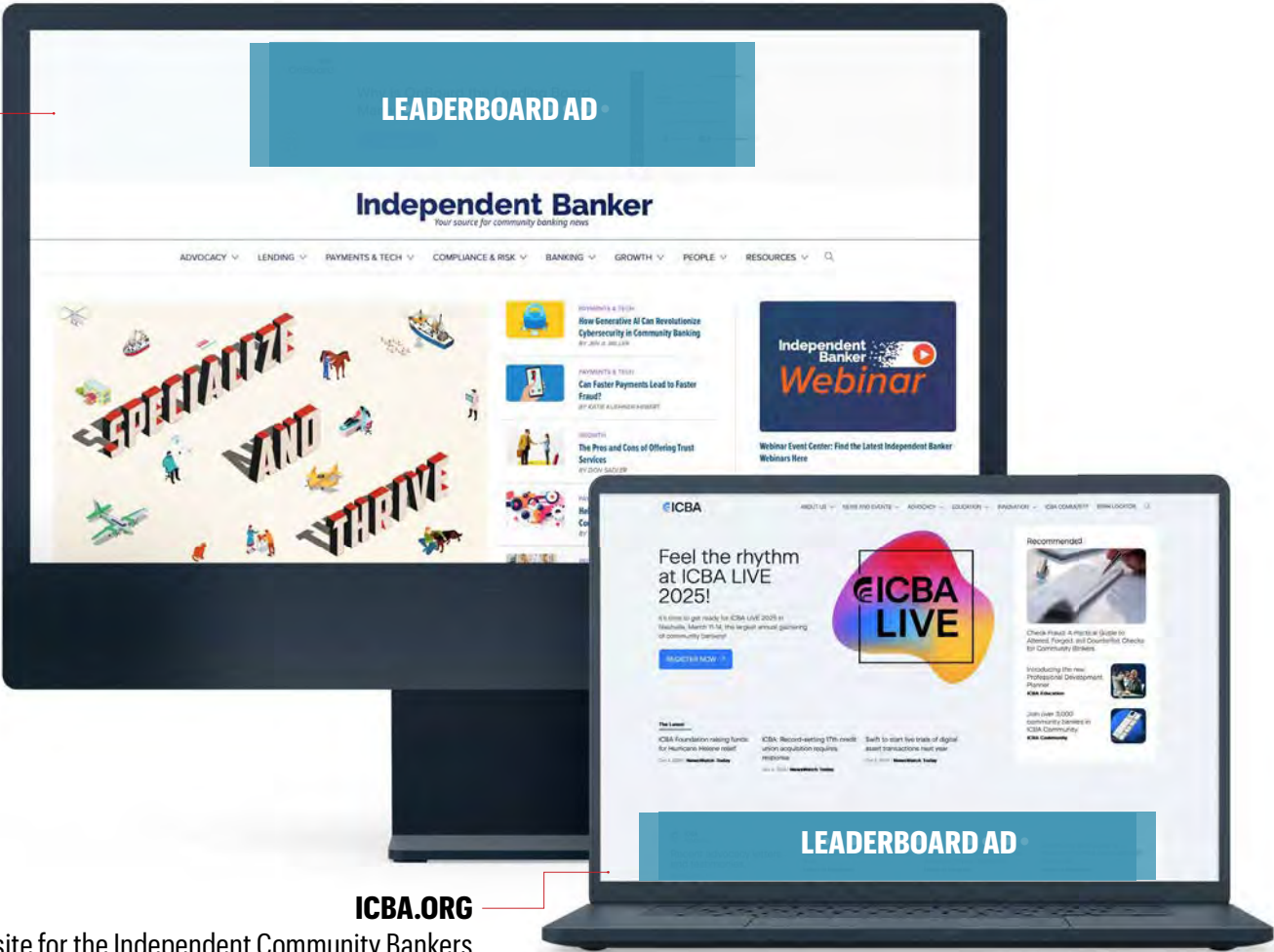
**180,000** Average Monthly Impressions

RATES	
Corporate Member Net Rate	\$2,975
Non-Member Net Rate	\$3,500

### INDEPENDENT BANKER.ORG

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

[click here to see the site](#)



### ICBA.ORG

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

[click here to see the site](#)



# e-Newsletters

## REACH A TARGETED SUBSCRIBER BASE OF COMMUNITY BANK DECISION-MAKERS

Our e-newsletter and e-blast opportunities offer a variety of exclusive advertising opportunities reaching C-suite, presidents, VPs, SVPs, directors, managers.

### DAILY E-NEWSLETTER

#### ICBA NEWSWATCH TODAY®

**45,000+** daily subscriber base. Content focuses on advocacy, breaking community bank news, important updates and the latest industry trends.

#### ADVERTISING PLACEMENTS:

##### Sponsor Package, 1 available per week

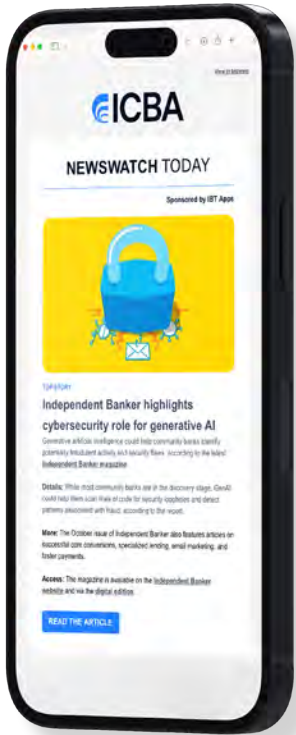
- Prominent call-out at the top
- 50 words of text and one link within the body copy and a banner ad

##### Premium Text, 1 available per week

- 50 words of text + link within the body copy

##### Horizontal Banner Ads, 3 available per week

- 600 x 100px banner ad embedded in the content



RATES	Sponsor Package	Banner 1	Banner 2	Text 2	Banner 3
Corporate Member Net Rate	\$3,570	\$2,970	\$2,550	\$2,120	\$1,615
Non-Member Net Rate	\$4,200	\$3,495	\$3,000	\$2,495	\$1,900

### MONTHLY E-NEWSLETTER

#### ICBA BANKER'S DOZEN

**45,000+** subscriber base. A monthly recap of the most popular stories/content across all ICBA channels including ICBA's Newsroom, ICBA Education/Products/Services, ICBA Community and Independent Banker.

#### ADVERTISING PLACEMENTS:

##### Spotlight Sponsorship, 1 available per week

- Prominent call-out at the top w/hyperlink
- Horizontal Banner Ad - 600x100px



RATE	Per Email
Corporate Member Net Rate	\$4,995
Non-Member Net Rate	NA

# e-Newsletters

## REACH A TARGETED SUBSCRIBER BASE OF COMMUNITY BANK DECISION-MAKERS

Our e-newsletter and e-blast opportunities offer a variety of exclusive advertising opportunities reaching C-suite, presidents, VPs, SVPs, directors, managers.

TWICE MONTHLY E-NEWSLETTER

**INDEPENDENT BANKER ENEWS**

**NEW AND IMPROVED!**

**8,500+** subscriber base. Each edition carries the digital edition of the current magazine and highlights online content, web exclusives, trending articles and more.

ADVERTISING PLACEMENTS:

*Premium Package 1*

- 1 banner and text
- One full page “Cover Zero” ad in the digital edition, next to the cover

*Premium Package 2*

- 50 words of embedded text, a click URL and one banner ad

*Experts Sponsored Post*

- 50 words of embedded text and a click URL

*Banner 3*

- A banner 3 ad and a click URL



RATES	Premium Package 1	Premium Package 2	Banner 3
Corporate Member Net Rate	\$2,995	\$2,395	\$1,495
Non-Member Net Rate	\$3,525	\$2,815	\$1,760

LIMITED AVAILABILITY

**INSIDER E-BLAST**

**14,000+** national audience of community bank leaders. Share your expertise on the products, services and solutions that can keep their bank competitive.



RATES	Per Send
Corporate Member Net Rate	\$7,500
Non-Member Net Rate	\$8,625

# Dialogue-on-Demand Videos

## WHAT IS A DIALOGUE-ON-DEMAND VIDEO?

Pre-produced 10-minute Zoom (or Webex) customized video, designed to give you bite-sized snippets of good, substantive content to promote and repurpose across your marketing channels. Featuring 1-2 experts creating a natural exchange of ideas and key concepts, videos include:

- 10-minute dialogue
- 3-4 clips (~60 seconds in length) on specific sub-topics
- 2 social cuts (:15 and :30 seconds in length)

## WHY DIALOGUE-ON-DEMAND?

- Simple way to supplement in-person events while showcasing technical experts
- On-demand nature gives asset a life beyond a webinar
- Production requirements make it a good choice for busy SMEs
- Concise nature makes it easy to distribute, promote and repurpose

## OPTIONAL CORE PROMOTION TACTICS

- *LinkedIn Ads*: Advertise conversation with :60-second clip + CTA
- *Targeted Display*: Static creative, traffic-driving through Google Display Network (GDN)
- *Programmatic Pre-Roll*: Advertise conversation with :15-:30-second social cuts
- *Programmatic Email*: 2 sends + 2 redelays—one pre-event, and one post event
- *Recommended Campaign Length*: 4 weeks



## DIALOGUE-ON-DEMAND VIDEOS

Contact us today to get started!

[click to see an example](#)

PRICING	
Dialogue-on-demand video production: light scripting, light graphics, recording	\$12,000
OPTIONAL ADD-ONS	
Bundle with Independent Banker Sponsored Content Bundle + \$3,500	+ \$3,500
Custom Landing page: prototype, UX, design and content	+ \$6,500
Strategy paper: writing, editing, 2 SME interviews and design	+ \$12,500
Digital marketing support package	+ \$3,600 to \$12,500



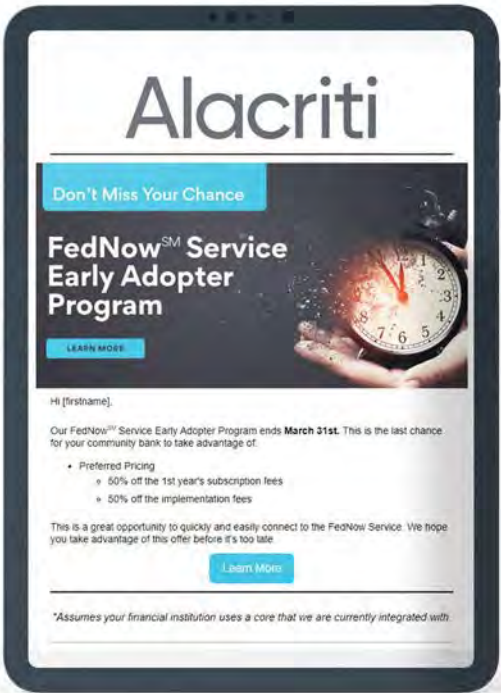
# Extended Reach and Targeted Display

## 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:

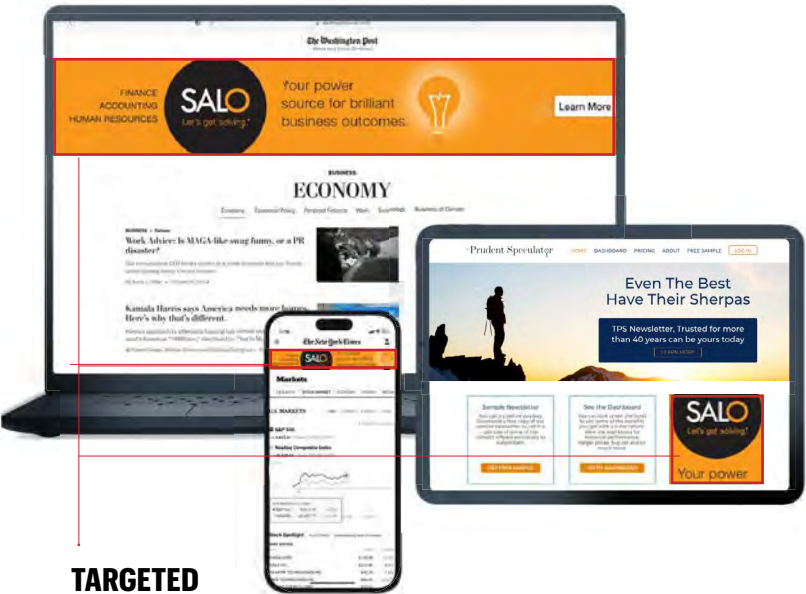
- Industry: Financial Institution specific Industry Groups, SIC Codes, NAICS Codes Sales Volume
- Title/Department
- General Management including C-Suite / Board Member Owner / Founder / Director / VP, ++ etc.
- Finance specific including Compliance Specialist Mortgage Specialist / Tax Specialist / Corporate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

## We specialize in powerful brand integrations, strategic content, and engagement programs.

**LET US HELP YOU ELEVATE YOUR BUSINESS TO NEW HEIGHTS.**

Contact us today to get started on a custom plan.

### **Amanda Myrick**

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