



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



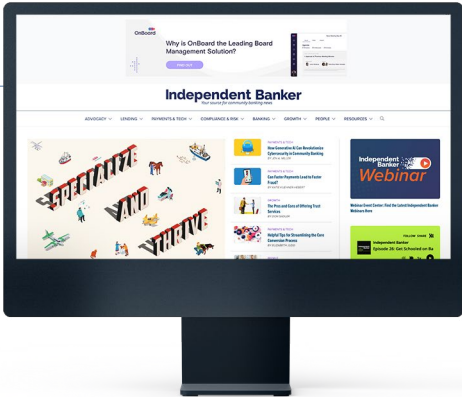
BEST-IN-CLASS EVENTS



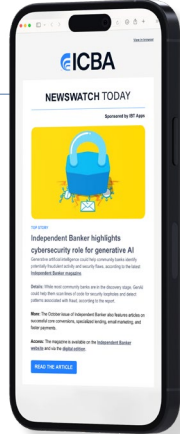
DOMINANT CONTENT MARKETING



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

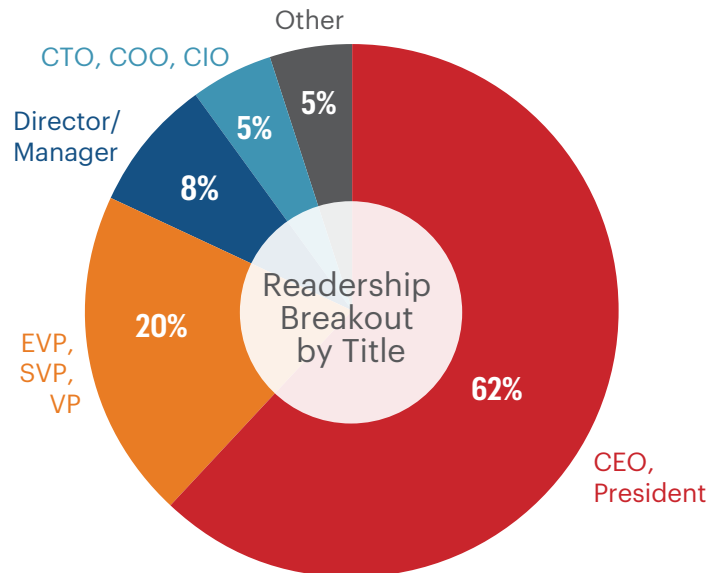
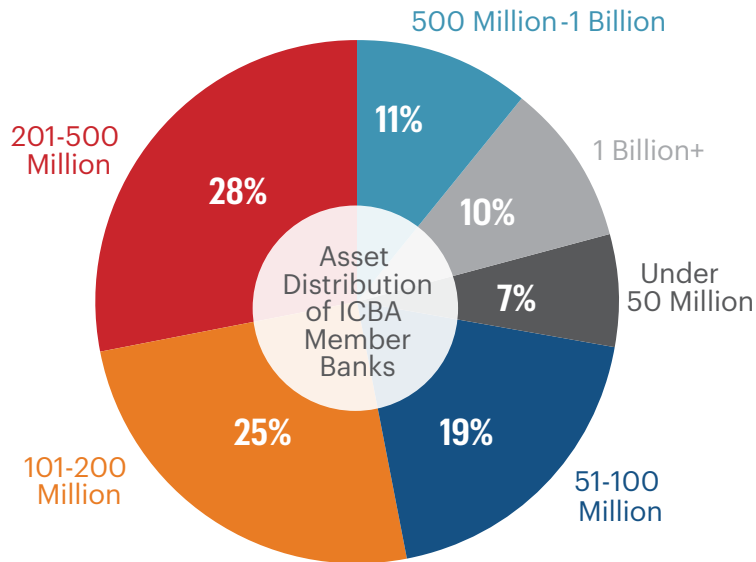
Of readers reference the print magazine regularly

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



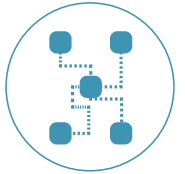
Average Assets:

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

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.

THE STATS

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

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.

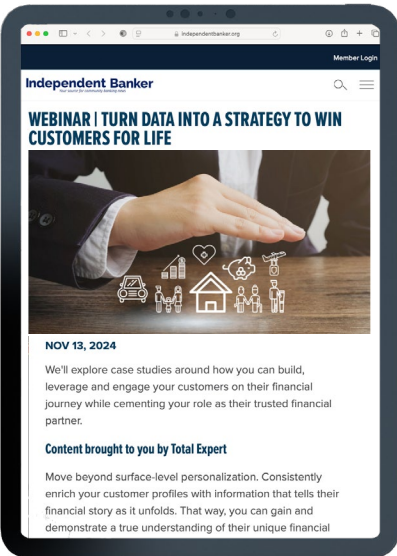
Demand Generation

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

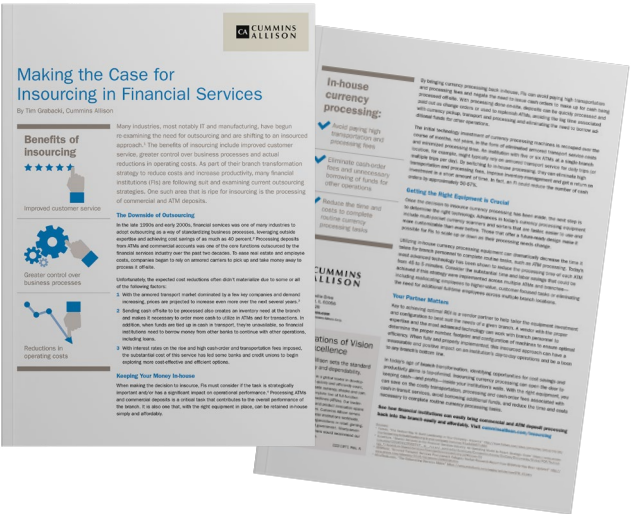
REACHING PROSPECTS WHERE THEY ARE



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



| RATES | LIVE WEBINAR PACKAGE |
|---------------------------|----------------------|
| Corporate Member Net Rate | \$9,950 |
| Non-Member Net Rate | \$11,705 |



**INDEPENDENT
BANKER
CUSTOMIZABLE
WEBINARS**

Contact us today
to get started!

[click to see an example](#)

Online Content Marketing

SPONSORED CONTENT OR VIDEO PACKAGE

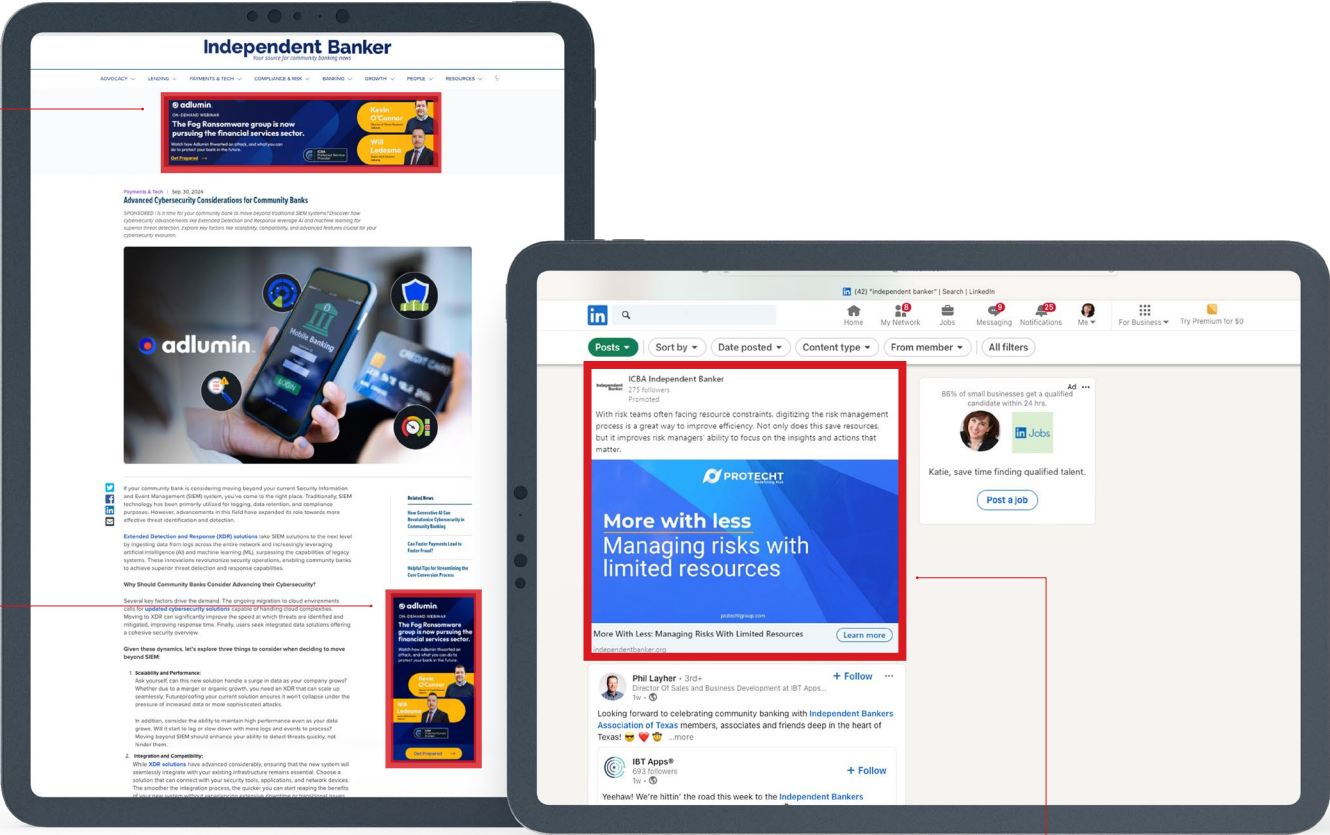
Share your messaging on independentbanker.org.
Each package includes:

- 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

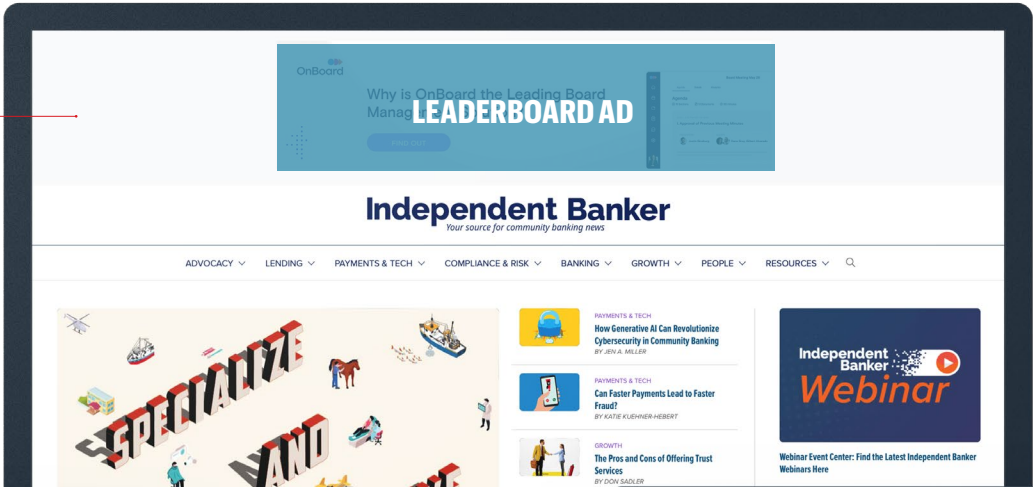
180,000 Average Monthly Impressions

| 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.

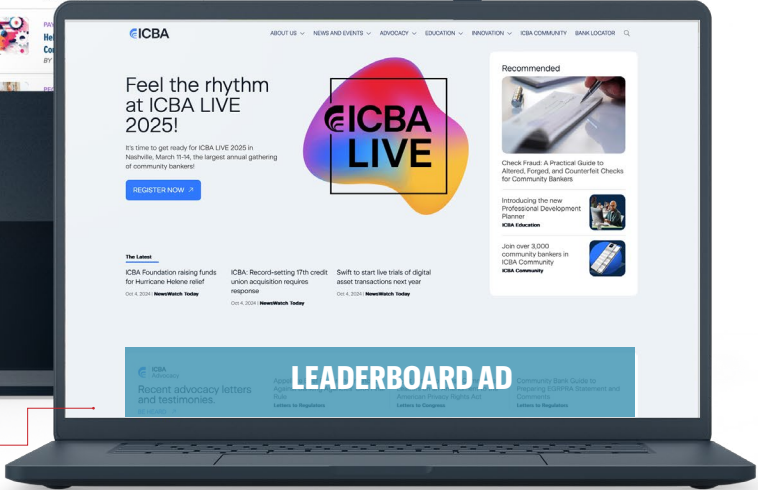
[click here to see the site](#)



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

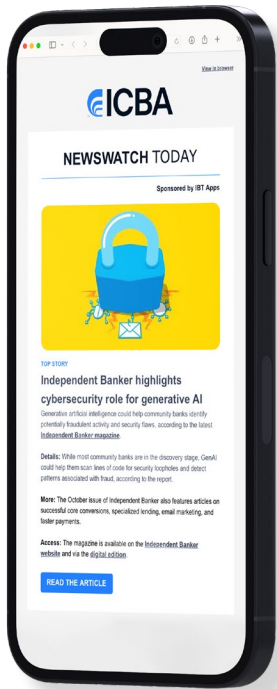
- Prominent call-out at the top
- 50 words of text and one link within the body copy and a banner ad

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 |

TWICE MONTHLY E-NEWSLETTER

INDEPENDENT BANKER ENEWS

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

NEW! Watch for a robust redesign, debuting soon!

ADVERTISING PLACEMENTS:

Sponsor Package

- Call-out at the top and a banner ad within
- One full page “Cover Zero” ad in the digital edition, next to the cover

Premium Packages 1 & 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

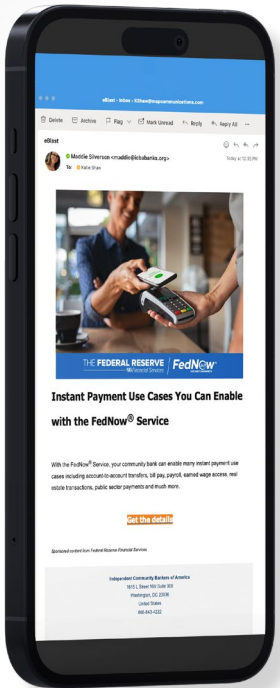
- A banner 3 ad and a click URL

| RATES | eNews Sponsor / Cover Zero | Premium Package | 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 redeploys—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 |

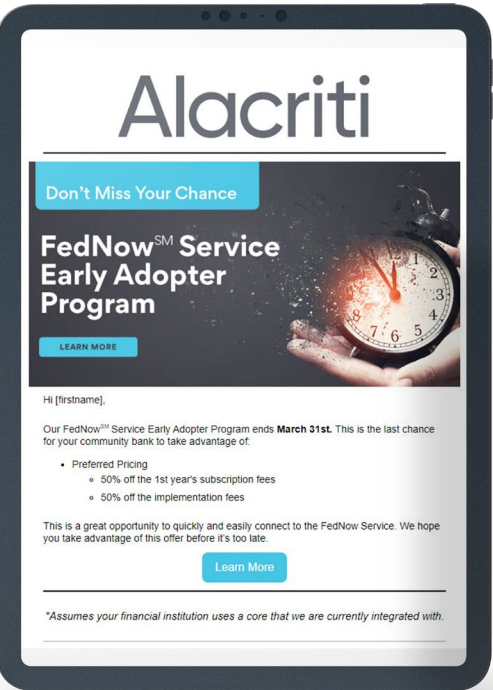
Extended Reach and Targeted Display

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:

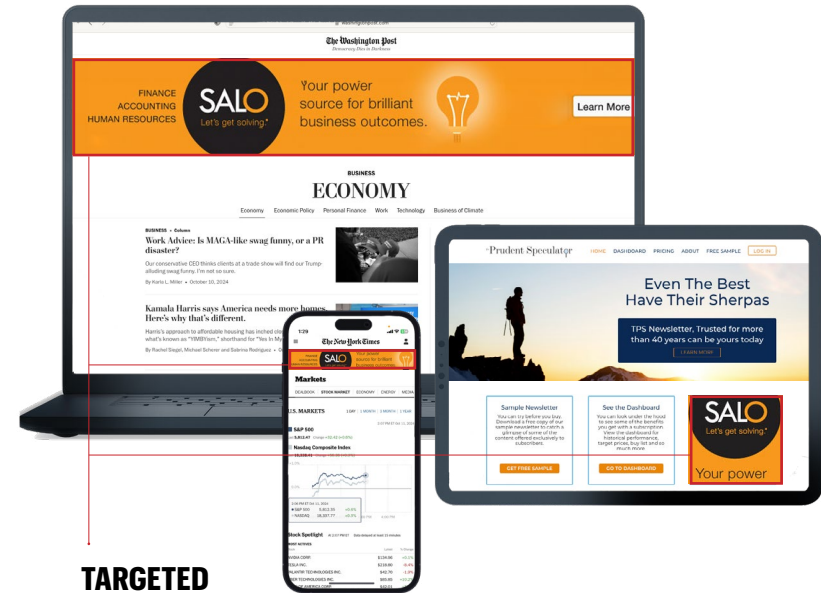
- Industry: Financial Institution specific Industry Groups, SIC Codes, NAICS Codes Sales Volume
- Title/Department
- General Management including C-Suite / Board Member Owner / Founder / Director / VP, ++ etc.
- Finance specific including Compliance Specialist Mortgage Specialist / Tax Specialist / Corporate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