



Guest Experts: Lending

This companion section to July's Top-Producing Lenders feature is the perfect opportunity to highlight your company's lending expertise. Maximize your visibility as a lending expert, address a challenge and offer insights on your lending niche and discuss your point of differentiation. Our audience of community bank decision-makers is eager to find lending solutions for their bank. Position your company's solutions alongside the trusted Independent Banker brand and gain maximum exposure in the only lending-focused issue of the year!

USE THIS OPPORTUNITY TO:

- Showcase how your company has helped a community bank to increase loan volume
- Describe a customized solution that addresses a challenge (or challenges) facing lenders
- Explain how you've helped a community bank streamline the lending process
- Share how your solutions have helped a community bank remain competitive and profitable

ADDED VALUE INCLUDES:

- High-resolution PDF of your advertorial to use internally
- Inclusion in the digital issue of Independent Banker
- Bonus distribution to community bank marketing titles
- Promotion for the section will run in ICBA's daily newsletter, *NewsWatch Today*

RATES

Size	Corporate Member	Non-Member
TWO-PAGE SPREAD	\$8,500	\$10,000
FULL PAGE	\$5,600	\$6,650
HALF PAGE (vertical)	\$3,975	\$4,571



TO SEE THE ENTIRE GUEST EXPERTS: LENDING SECTION FROM 2023, CLICK HERE.

DELIVERABLES & SPECIFICATIONS

Headline/title: 10 words max

Challenge & Solution: 75 words (combined) max

Main Copy: Lowercase headlines. Please use multiple paragraphs, and bulleted/numbered lists sparingly.

- Two-page Spread: **700** words
- Full Page: **400** words
- Half Page: **125** words

Contact Info: Name & title, email, phone, URL

Image Size: 3.75"W x 3"H; Image must be 300DPI at 100% of print size

Logo: Vector/ai format; file must be 300DPI at 100% of print size

JULY 2024 ISSUE

Space Reservation Due: May 16th, 2024

Ad Materials Due: June 3rd, 2024

To learn more and reserve your space:

Contact: Matt Kusilek

612-336-9284 • matt@icbabanks.org