



Guest Experts: Core Technology

A special section focused on your area of expertise—Core Banking Systems! This special advertorial section will appear in the April issue of Independent Banker (print and digital) which will feature editorial coverage on emerging Core technology.

CHALLENGE/SOLUTION FORMAT:

1. State the challenge & solution.
 - A. Name a challenge community banks are facing
 - B. Summarize your company's solution
2. Highlight the benefits of your company's product or service:
 - A. Use case studies and/or testimonials
 - B. Offer concrete details on how your solution works
 - C. Emphasize the impact your solution can make for community banks
3. Include an image to support your message (headshot, stock photo, chart, etc.)
4. Share contact information (Name, email, phone, website)

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

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

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Optimize Operations and Control Risk

Explore this special advertorial section for industry insights on how community banks can optimize operations and control risk.

Independent Banker

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Improve the power of digital

Learn how to leverage the power of digital to improve your customer experience, streamline operations, and reduce costs.

Independent Banker

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Grow Commercial Banking and Asset Finance

Discover strategies for growing commercial banking and asset finance in a competitive market.

Independent Banker

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

Space Reservation Due: February 18th, 2025
Ad Materials Due: March 5th, 2025

To learn more and reserve your space:
Contact: Amanda Myrick
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