



Guest Experts: Customer Acquisition

Take this opportunity to share how your solutions can help community banks get to the next level. This special advertorial section will appear in the marketing-focused March issue of Independent Banker and will be distributed to a bonus audience of community bankers with marketing titles.

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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Taking Community Banks to the Next Level

Explore this special advertorial section for industry insights on how community banks can attract new customers, strengthen existing customer relationships and boost business.

Independent Banker

Unleash your inner marketing genius with this three-step multichannel marketing strategy

CHALLENGE: In the era of increasing economic uncertainties, it's not a repeat then over to banking performance. Community banks need to embrace the digital transformation and leverage their strengths to remain relevant and competitive for the foreseeable future.

SOLUTION: The key to success is to embrace the digital transformation and leverage their strengths to remain relevant and competitive for the foreseeable future.

Guest expert: Jeff Harland, CEO of Harland Clarke, shares his insights on how community banks can attract new customers, strengthen existing customer relationships and boost business.

Independent Banker

Make the most of your marketing budget without breaking the bank

CHALLENGE: Digital marketing is still a relatively new concept for many community banks, but it's essential for staying competitive in today's market.

SOLUTION: The key to success is to embrace the digital transformation and leverage their strengths to remain relevant and competitive for the foreseeable future.

Guest expert: Nancy Taylor, CEO of Fintel, shares her insights on how community banks can attract new customers, strengthen existing customer relationships and boost business.

Independent Banker

Building a simple marketing strategy: three questions to ask yourself

CHALLENGE: Marketing can be complex, but it's essential for staying competitive in today's market.

SOLUTION: The key to success is to embrace the digital transformation and leverage their strengths to remain relevant and competitive for the foreseeable future.

Guest expert: Megan O'Connell, CEO of IBTA, shares her insights on how community banks can attract new customers, strengthen existing customer relationships and boost business.

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: January 16th, 2025

Ad Materials Due: February 3rd, 2025

To learn more and reserve your space:

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