



Guest Experts: Fraud Prevention

Your fraud prevention solutions are key to protecting community banks and their customers! Take this opportunity to share how your solutions can help. This special advertorial section will appear in the popular May issue of *Independent Banker*—Fraud Prevention.

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

GUEST EXPERTS: Fraud Prevention

New Product and Service Showcase

This special advertorial section will feature innovative products and solutions that are helping community banks prosper in the ever-changing financial industry.

Explore this section and learn how our industry partners' innovative offerings can boost your community bank's success!

Independent Banker

BeCyberSmart with Dell Technologies

Today's threat landscape is working hard to steal your data. From social engineering attacks to ransomware, cybercriminals are always looking for a way to get into your network and steal your data. Dell has been working hard to help you protect your data and your business. Dell's CyberSmart solution is a comprehensive security solution that helps you protect your data and your business. Dell's CyberSmart solution is a comprehensive security solution that helps you protect your data and your business.

Dell Technologies

QUEST EXPERTS: Fraud Prevention

Mind the generation gap with a modern debit card strategy

CHALLENGE: As a modern community bank, you need to strike a balance between retaining loyal account holders and attracting younger generations of customers.

SOLUTION: FIS Payments OneClick Suite helps banks transform traditional debit card services into a cutting-edge growth center—and helps both new and existing customers with a thoroughly modern approach to debit card management.

DEBIT CARDS HAVE LONG BEEN A MAINSTAY OF THE COMMUNITY BANKING EXPERIENCE. BUT WHAT IF THE HUMBLE DEBIT CARD COULD HELP YOU WIN OVER A NEW GENERATION OF CUSTOMERS?

Now, with FIS Payments One Click Suite, you can modernize your debit strategy and reward Gen Z's standards on debit cards.

2. Engage with customers as they grow up.

At 2020, Gen Z's income is set to grow by 15 to 22 billion and will account for more than a quarter of global revenue. And beyond these big numbers lies a golden opportunity for modern debit cards.

3. Enhance your working environment.

Optimize tasks, improve data and communication, and make your work more efficient.

FIS

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