



Guest Experts: Cybersecurity

Cybersecurity is a top concern for community banks and Cybersecurity Month is a perfect time to show how you can help. This companion section to *Independent Banker's* Cybersecurity issue is the opportunity to highlight your expertise in guiding banks through these challenges. Maximize your visibility as an expert, address a challenge, offer insights on your niche and discuss your point of differentiation.

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
- Promotion for the section will run in ICBA's daily newsletter, *NewsWatch Today*
- Inclusion in the Experts Content Directory for 12 months

RATES

Size	Corporate Member	Non-Member
TWO-PAGE SPREAD	\$8,250	\$9,488
FULL PAGE	\$5,300	\$6,095
HALF PAGE (vertical)	\$3,975	\$4,571



TO SEE THE ENTIRE GUEST EXPERTS: CYBERSECURITY SECTION FROM 2022, 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

Space Reservation Due: August 21st, 2023

Ad Materials Due: September 6th, 2023

To learn more and reserve your space:

Contact: **Matt Kusilek**
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