



# 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
<b>TWO-PAGE SPREAD</b>	\$8,250	\$9,488
<b>FULL PAGE</b>	\$5,300	\$6,095
<b>HALF PAGE (vertical)</b>	\$3,975	\$4,571

**Guest Experts: Core Technology**

**Optimize Operations and Control Risk**

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

Independent Banker

**Guest Experts: Core Technology**

**Improve the power of digital**

Discover the challenges of digital transformation and how to overcome them.

Independent Banker

**Guest Experts: Core Technology**

**Grow Commercial Banking and Asset Finance**

Learn how to expand your commercial banking and asset finance services.

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 17th, 2023

**Ad Materials Due:** March 7th, 2023

To learn more and reserve your space:

**Contact: Matt Kusilek**

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