

Guest Experts: Innovation

Your innovative solutions are key to helping community banks grow and compete! Take this opportunity to share how your solutions can help them get to the next level. This special advertorial section will appear in the popular June issue of *Independent Banker*—40 Under 40: Emerging Community Bank Leaders.

CHALLENGE/SOLUTION FORMAT:

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

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



GUEST EXPERTS Innovation

New Product and Service Showcase

The 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!





BeCyberSmart with Dell Technologies

Today's threat landscape is constantly shifting. To stay ahead of the curve, community banks need robust security solutions to protect sensitive customer data and prevent network breaches.

DELL TECHNOLOGIES SUPPORTS AN INTEGRIC SECURITY APPROACH TO RISK MITIGATION. PERSUASIVE AND BUILT INTO THE INFRASTRUCTURE, IT OFFERS AN INTEGRIC SECURITY AND SERVICES THAT CAN:

- Secure your user credentials with a risk-based authentication solution, such as Dell SecureCloud, which connects and centralizes user authentication across all your applications and services.
- Reduce and manage security risks with Dell SecureCloud, which connects and centralizes user authentication across all your applications and services.

For more information, visit www.dell.com.

Innovating Where it Counts for your Community Cardholders

CHALLENGE: Industry around the globe has been collectively redefined by efficient, disruptive technologies and a rapid pace of digitalization. Shunned by the banks, these technologies are creating a rift from the top spread to the bottom end of the market.

SOLUTION: Community banks need to explore where to take the most impact for their most profitable, high-net-worth cardholders.


Over the past few years, FIS has identified the most impactful technologies that can help community banks improve their cardholder experience.

BY MOVING AWAY FROM

- REGULATIONS TO A MORE ADAPTABLE CLOUD MODEL, WE HAVE BEEN ABLE TO CREATE AN ENVIRONMENT THAT ALLOWS FOR A MUCH FASTER AND FLEXIBLE EXPERIENCE.

FIS is the only provider of the global platform that has the most comprehensive cardholder experience. Our platform is built for the future of banking, with a focus on the customer experience.

INDEPENDENT BANKER



TO SEE THE ENTIRE GUEST EXPERTS: INNOVATION 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