



## Innovative Insights

Highlight your newest offerings, products and solutions in **Innovative Insights**, a special advertorial section in November's innovation-focused issue. Showcase your technological expertise and highlight how your technology, tools and services can help community banks achieve greater efficiency, innovative products and a better customer experience.

Key areas of interest include risk management, payments, mobile/RDC, fraud prevention, IT security, lending, core processing, and more.

### ADDED VALUE INCLUDES:

- High-resolution PDF of your advertorial to use internally
- Inclusion in the digital issue of Independent Banker
- Copy proofreading, layout and design services
- BONUS DISTRIBUTION: The November issue will be sent to all technology titles of ICBA member banks

### 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

**Innovative Insights**

Community banks are partnering with fintechs to improve efficiencies, boost profits and better meet the needs of their customers.

In this special advertorial section, discover products and services that help give community banks a competitive edge.

Independent Banker

**Innovative Insights**

Innovating Where it Counts for your Community Cardholders

Over the past few years FIS has developed its all-encompassing Payments One platform to be the premier choice for financial institutions seeking to improve their cardholder experience. This platform has been designed to help financial institutions better serve their cardholders and improve their bottom line. FIS Payments One is a comprehensive solution that provides a seamless cardholder experience across all channels, from mobile to desktop. It includes everything you need to manage your card portfolio, from issuing to servicing. FIS Payments One is the only platform that can help you improve your cardholder experience and reduce your costs. Contact us today to learn more about FIS Payments One.

FIS

**Innovative Insights**

3 reasons to build a digital bank

1. **Customer retention** - Digital banks are an opportunity for your financial institutions to use technology to build stronger relationships with your customers. Digital banks offer a more personalized experience and can help you retain more customers. Digital banks also offer a more convenient experience, which can help you attract more customers. Digital banks are also more secure, which can help you protect your customers' information.

2. **Reducing costs** - Digital banks can help you reduce your costs by automating many of your processes. Digital banks can also help you reduce your risk by using technology to detect and prevent fraud. Digital banks can also help you reduce your regulatory burden by using technology to stay up-to-date on the latest regulations.

3. **Improving your bottom line** - Digital banks can help you improve your bottom line by increasing your revenue. Digital banks can also help you improve your bottom line by reducing your costs. Digital banks can also help you improve your bottom line by using technology to attract more customers.

**MANTL**

Rob Paul, VP of Operations at MANTL

**TO SEE THE ENTIRE INNOVATIVE INSIGHTS 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