



## Guest Experts: Lending

This companion section to July's Top-Producing Lenders feature is the perfect opportunity to highlight your company's lending expertise. Maximize your visibility as a lending expert, address a challenge and offer insights on your lending niche and discuss your point of differentiation. Our audience of community bank decision-makers is eager to find lending solutions for their bank. Position your company's solutions alongside the trusted Independent Banker brand and gain maximum exposure in the only lending-focused issue of the year!

### USE THIS OPPORTUNITY TO:

- Showcase how your company has helped a community bank to increase loan volume
- Describe a customized solution that addresses a challenge (or challenges) facing lenders
- Explain how you've helped a community bank streamline the lending process
- Share how your solutions have helped a community bank remain competitive and profitable

### 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
<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



### 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:** May 19th, 2023

**Ad Materials Due:** June 6th, 2023

To learn more and reserve your space:

**Contact: Matt Kusilek**

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