



# Partnering for Success

Highlight your company in the issue that celebrates our best performing banks! Partnering for Success celebrates the successful and collaborative partnerships that community bankers share with their vendors. Let our bankers know about the benefits your company provides by sharing tangible examples of how your company has strengthened community banks. Discuss new products and services or highlight a case study that tells of how your company partnered with a community bank for a successful outcome. Share a story about a key community bank partnership or highlight customer testimonials that speak to your company's success as a community bank partner.

### 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

### 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

Space Reservation Due: March 20th, 2023

Ad Materials Due: April 4, 2023

**Partnering for success**

In the social sector, Independent Banker celebrates the collaborative and game-changing partnerships that community banks share with their vendors.

You invite you to explore compelling case studies and concrete examples that highlight the effectiveness of your industry partner solutions and the benefits that their partnership provides to community banks across the country.

Is your bank ready to partner us?

**Independent Banker**

**Partnering for success**

**La Macchia Group and Williamstown Bank: Merging high tech and high touch**

When Williamstown Bank was looking to build a new business relationship, it had to find a partner that would bring the right mix of technology and human touch to the table to address their needs.

Their unique vision was to combine the best of both worlds: high-tech and high-touch. They wanted to create a digital banking experience that was as easy to use as a smartphone, but also as personal as a face-to-face conversation.

They found the answer in the form of a partnership with La Macchia Group. The partnership brought together the best of both worlds: high-tech and high-touch. They found the answer in the form of a partnership with La Macchia Group.

When the partnership formed, Williamstown Bank was able to offer a digital banking experience that was as easy to use as a smartphone, but also as personal as a face-to-face conversation.

With their new branch now open, the team has been able to offer a digital banking experience that was as easy to use as a smartphone, but also as personal as a face-to-face conversation.

La Macchia Group is a digital banking solutions provider that specializes in helping community banks improve their digital banking experience.

For more information, visit [www.lamacchiagroup.com](http://www.lamacchiagroup.com)

**Independent Banker**

**Partnering for success**

**See your card program in a new light with FIS® Payments One™**

Introducing Payments One, the new way to manage your card program. It's a powerful, integrated platform that gives you the tools you need to manage your card program more effectively.

Key features include:

- Real-time reporting and analytics
- Automated reconciliation
- Enhanced security and fraud prevention
- Streamlined card management

Learn more about Payments One and how it can help you manage your card program more effectively. Visit [www.fis.com](http://www.fis.com) for more information.

**Independent Banker**

**TO SEE THE ENTIRE PARTNERING FOR SUCCESS 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

To learn more and reserve your space:  
**Contact: Matt Kusilek**  
**612-336-9284 • matt@icbabanks.org**