



THOUGHT LEADERSHIP 2026

**Independent
Banker**

Guest Experts: Customer Acquisition

Take this opportunity to share how your solutions can help community banks get to the next level. This special advertorial section will appear in the marketing-focused March issue of Independent Banker and will be distributed to a bonus audience of community bankers with marketing titles.

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
TWO-PAGE SPREAD	\$8,500	\$10,000
FULL PAGE	\$5,600	\$6,650
HALF PAGE (vertical)	\$3,975	\$4,571

Space Reservation Due: January 16th, 2026

Ad Materials Due: February 3rd, 2026



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: Amanda Myrick

651-675-7248 | amyrick@icbabanks.org