



THOUGHT LEADERSHIP 2026

**Independent
Banker**

Guest Experts: Fraud Prevention

Your fraud prevention solutions are key to protecting community banks and their customers! Take this opportunity to share how your solutions can help. This special advertorial section will appear in the popular May issue of *Independent Banker*—Fraud Prevention.

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

Space Reservation Due: March 18, 2026

Ad Materials Due: April 2, 2026



**TO SEE THE ENTIRE
GUEST EXPERTS:
INNOVATION
SECTION FROM 2025
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: Amanda Myrick
651-675-7248 | amyrick@icbabanks.org**



Partnership 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



**TO SEE THE ENTIRE
PARTNERING FOR
SUCCESS SECTION
FROM 2024,
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

Space Reservation Due: June 18th, 2026

Ad Materials Due: July 6, 2026

To learn more and reserve your space:

Contact: Amanda Myrick
651-675-7248 | amyrick@jcbabanks.org



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



THOUGHT LEADERSHIP 2026

**Independent
Banker**

Guest Experts: Core Technology

A special section focused on your area of expertise—Core Banking Systems! This special advertorial section will appear in the April issue of Independent Banker (print and digital) which will feature editorial coverage on emerging Core technology.

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

Space Reservation Due: February 18th, 2026

Ad Materials Due: March 5th, 2026

**Guest Experts:
Core Technology**

Optimize Operations and Control Risk

Explore this special advertorial section for industry insights on how community banks can optimize operations and control risk.

Independent Banker

Unlock M&A Success with a Strong Target Operating Model

CHALLENGE: While a merger or acquisition holds the promise of helping you expand your footprint and boost performance, managing the complex technology aspects can be daunting. With a meticulous plan defining your future-state banking architecture, you can ensure a smooth transition and realize the full value of the deal.

SOLUTION: Join forces with FIS in the development of a comprehensive target operating model (TOM), a blueprint for success that will help you:

- Align your merger or acquisition with the methodology
- Ensure a smooth transition and minimize risk
- Identify potential problems early and minimize their impact
- Ensure a smooth transition
- Align your merger or acquisition with the needs of your community banks
- Align your merger or acquisition with the needs of your technology partner with FIS

Independent Banker

Best practices for a successful core transformation

CHALLENGE: Major core systems are aging out and struggle to keep community banks relevant. Increasingly, legacy core providers struggle to offer their newest products, but a full core transformation presents its own challenges. As a result, many community banks are looking for a better way.

SOLUTION: By following key best practices, community banks can align their core transformation to their customers' big picture needs.

A core transformation can be daunting. If the financial investment and time commitment are right, the rewards can be significant. However, many banks may face challenges during the process. For example, the core transformation may be the way. There can be a lot of pressure to make sure the new system is up and running quickly, but it's important to take the time to plan and execute the process properly. Here are a few best practices to help you succeed:

- **KNOW YOUR NEEDS:** Before starting a core transformation, it's important to understand what your bank needs. This includes identifying the specific requirements of your institution, such as the need for a new core system, and determining how long it will take to implement the new system.
- **CREATE A PLAN:** Once you know your needs, it's important to create a plan. This plan should include a timeline for the transformation, as well as a budget and a list of resources required.
- **CHOOSE THE RIGHT TEAM:** The right team is essential for a successful core transformation. This team should include staff in decision-making roles, such as the CIO and the CFO, as well as other key stakeholders.
- **IMPLEMENTATION:** The implementation phase is critical. It's important to follow a structured approach to ensure that the new system is implemented correctly and efficiently. This includes testing the new system thoroughly and making sure it's fully functional before it goes live.
- **MONITOR AND ADJUST:** Once the new system is live, it's important to monitor its performance and make any necessary adjustments. This includes tracking key performance indicators (KPIs) and addressing any issues that arise.

Independent Banker

TO SEE THE ENTIRE PARTNERING FOR SUCCESS SECTION FROM 2025, [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: Amanda Myrick
651-675-7248 | amyrick@icbabanks.org**



THOUGHT LEADERSHIP 2026

**Independent
Banker**

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
TWO-PAGE SPREAD	\$8,500	\$10,000
FULL PAGE	\$5,600	\$6,650

Space Reservation Due: May 16th, 2026

Ad Materials Due: June 3rd, 2026



10 Essentials of a New Loan Origination System

As a company moves closer to community bank loan origination, there are many challenges to overcome. One of the most significant is the need to build a new loan origination system. This section highlights 10 key features that are critical to success.

1. Faster loan document management: The ability to reduce the time it takes to process a loan application and reduce the cost of processing.

2. Comprehensive reporting and analytics: Access to real-time data and reporting tools that provide valuable insights into activity, portfolio performance, and risk.

3. Integrated CRM capabilities: Functionality within the LMS makes it easier to manage customer relationships, including lead tracking, contact management, and reporting.

4. Mobile-first, user-centered experience: A user-friendly interface that is easy to navigate and accessible, especially for mobile devices.

5. Data-driven workflow configuration: Configuration tools that allow users to tailor the system to their specific needs.

6. Dedicated support and training: Through on-site or support via video conference, users receive the necessary support and training to get up to speed quickly.

7. Vendor reputation and experience: Evaluating vendor reputation and experience is critical to ensure the system is reliable and provides the necessary support.

8. Commitment to innovation: Insights into the vendor's product development and innovation, including what's new and what the future holds.

To learn more about Jack Henry's loan origination system, contact [Krislie Bell](#), Director of Sales, Lending and Deposit.

jack henry
loanorigination

Drive Growth and Profits with SBA and USDA Lending

Community banks that offer SBA and USDA lending products to their business customers are competitive with companies who offer these valuable programs. With recent SBA policy changes increasing underwriting standards and timelines, now is the time to maximize your bank's potential by understanding the requirements and opportunities available to your business.

Solution: Holtmeyer & Monroe's commitment to personalized communication and education has helped them earn the trust of their customers and set a track record of success.

Benefits: Holtmeyer & Monroe's commitment to personalized communication and education has helped them earn the trust of their customers and set a track record of success.

Results: Holtmeyer & Monroe's commitment to personalized communication and education has helped them earn the trust of their customers and set a track record of success.

Ready to maximize your profits from SBA and USDA lending? Let's start with a quick consultation. Email info@holtmeyermonson.com or scan the QR code.

HOLTMEYER & MONSON
800 Holtmeyer & Monroe • Lakewood, CO 80401 • 800.321.6666 • www.holtmeyermonson.com

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



Guest Experts: Compliance

You have the Regulation and Compliance expertise that community banks need! Take this opportunity to share how your solutions can help them.

This special advertorial section will appear in the September 2024 Regulation & Compliance Issue of *Independent Banker*.

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
TWO-PAGE SPREAD	\$8,500	\$10,000
FULL PAGE	\$5,600	\$6,650

Space Reservation Due: July 17th, 2026

Ad Materials Due: August 1st, 2026



**TO SEE THE ENTIRE
GUEST EXPERTS:
COMPLIANCE
SECTION FROM 2025
[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 URI

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@jcbabanks.org



THOUGHT LEADERSHIP 2026

**Independent
Banker**

Guest Experts: Cybersecurity

Cybersecurity is a top concern for community banks and Cybersecurity Month is a perfect time to show how you can help. This companion section to *Independent Banker's* Cybersecurity issue is the opportunity to highlight your expertise in guiding banks through these challenges. Maximize your visibility as an expert, address a challenge, offer insights on your niche and discuss your point of differentiation.

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
- Promotion for the section will run in ICBA's daily newsletter, *NewsWatch Today*
- Inclusion in the Experts Content Directory for 12 months

RATES

Size	Corporate Member	Non-Member
TWO-PAGE SPREAD	\$8,500	\$10,000
FULL PAGE	\$5,600	\$6,650

Space Reservation Due: August 16th, 2026

Ad Materials Due: September 1st, 2026

This special advertorial section features industry partners whose products and services are guiding community banks through cybersecurity challenges.

Explore this section to learn more about how your bank can navigate these complex issues by partnering with our guest experts.

Independent Banker

Bringing the Big Guns: Why You Need Virtual ISOs

CHALLENGE: Payment processing can be a costly and time-consuming process, often involving multiple layers of security and compliance requirements. For community banks, this can be particularly challenging as they navigate the complex landscape of payment fraud and regulatory changes.

SOLUTION: Virtual ISOs offer a cost-effective and efficient way to combat these challenges. By leveraging the expertise and resources of a virtual ISO, community banks can access advanced payment processing technology and streamlined compliance management, ultimately reducing costs and improving efficiency.

Jack Henry Virtual ISOs

Jack Henry Virtual ISOs are designed to help community banks combat payment fraud and regulatory challenges. By leveraging the expertise and resources of a virtual ISO, community banks can access advanced payment processing technology and streamlined compliance management, ultimately reducing costs and improving efficiency.

jack henry jackhenry.com

The technology ecosystem you need to combat payment fraud

CHALLENGE: Payment fraud is a significant concern for community banks. In today's digital landscape, where payment methods are constantly evolving, it's crucial to have a robust technology ecosystem in place to combat payment fraud.

SOLUTION: FIS offers a comprehensive technology ecosystem that includes advanced payment processing, fraud detection, and risk management tools. By leveraging this ecosystem, community banks can stay ahead of payment fraud trends and protect their customers' funds.

FIS

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



Digital Banking

Highlight your newest offerings, products and solutions in **Digital Banking**, 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
TWO-PAGE SPREAD	\$8,500	\$10,000
FULL PAGE	\$5,600	\$6,650

Space Reservation Due: September 18th, 2026
Ad Materials Due: October 3rd, 2026



TO SEE THE 2025
DIGITAL BANKING
SECTION
[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 URI

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:

To learn more and reserve your space:
Contact: Amanda Myrick
651-675-7248 | amyrick@icbabanks.org