

NewsWatch Today® **Daily – Purchased Weekly**

NewsWatch Today focuses on advocacy, breaking community bank news, important updates and the latest industry trends. Every Friday, an additional e-newsletter, **Member Access**®, introduces member programs, professional development and profit-enhancing industry products and services.

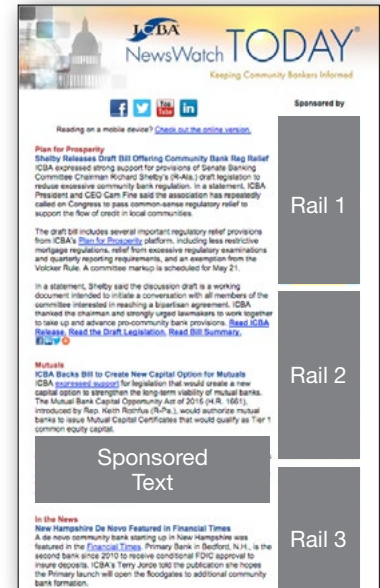
Advertising Positions:

- **Sponsored Text (1 available/wk)**—Your company's name in subject line of e-newsletter, 50 words of text and hyperlink within the body copy, and a 145x150 pixel banner ad within the e-newsletter sidebar
- **Vertical Banner Ad (Rails 1-3)**—Each 145x300 pixel ad positioned prominently along the right-hand sidebar

Analytics:

- Daily subscriber base of **50,000+** (C-Suite, Presidents, VPs, SVPs, Directors, Managers, etc.)
- **17%**—average weekly open rate
- **0.19%**—average weekly banner ad CTR

	Sponsored Text	Rail 1	Rail 2	Rail 3
Corporate Member Net Rate	\$2,200	\$1,900	\$1,900	\$1,600
Standard Net Rate	\$2,530	\$2,185	\$2,185	\$1,840



IBmag eNews **2x/mo – Purchased Monthly**

IBmag eNews carries the current digital edition of ICBA *IB* magazine and highlights online content, web exclusives, trending articles and more.

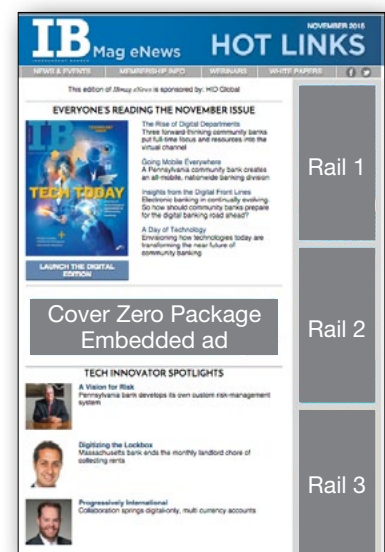
Advertising Positions:

- **Vertical Banner Ad (Rails 1-3)**—Each 145x300 pixel ad positioned prominently along the right-hand sidebar
- **Cover Zero Package (1 available/mo)**—Your company's name in subject line of e-newsletter, 500x130 pixel embedded banner ad in the body copy of *IBmag eNews*, a full-page "Cover Zero" ad next to the digital cover of ICBA *IB* magazine. [Click here for example.](#)

Analytics:

- Subscriber base of **50,000+** (C-Suite, Presidents, VPs, SVPs, Directors, Managers, etc.)
- **17%**—average open rate
- **0.94%**—average banner ad CTR

	Cover Zero*	Rail 1	Rail 2	Rail 3
Corporate Member Net Rate	\$3,575	\$1,600	\$1,600	\$1,300
Standard Net Rate	\$4,111	\$1,840	\$1,840	\$1,495



*Cover Zero rate drops to \$2,350 (or \$2,700 standard rate) if purchased in the same issue as Full Page print ad.