

The Value of a Media Mix

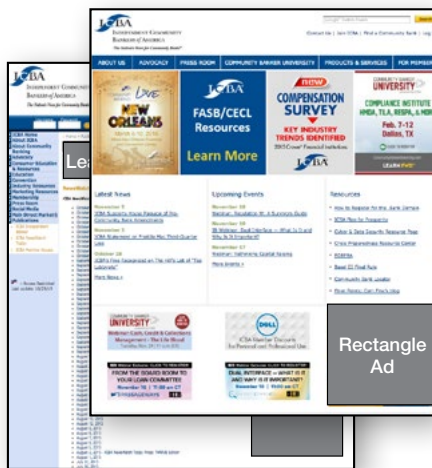
TIP

When buying ads from both print and online versions of a media brand, the combined frequency is targeting the most active and valuable part of the audience. These “Influentials” are the most active seekers of information and loyal to both forms of media.

- **73%** of ICBA members accessed either ICBA.org or independentbanker.org websites after reading the magazine.

ICBA Websites

Only 3 advertisers per month will receive advertising on both ICBA.org and IBmag.org websites with a 1/3 SOV on each!

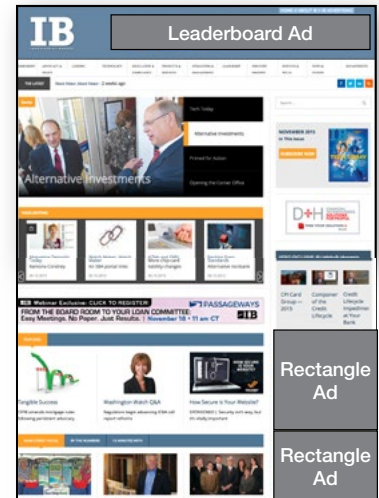


ICBA.org

is the website for the Independent Community Bankers of America providing information on ICBA education, advocacy, products and services, and more.

IndependentBanker.org (or IBmag.org)

is the magazine's website, featuring trending articles, web-exclusive content, social media, forums, blogs and more.



ICBA.org Stats:

- Avg. Unique Visitors: 28,915/mo
- Avg. Visit Duration: 2:41
- Avg. Ad Impressions: 14,968/mo
- Avg. Ad Click-through Rate: 1.4%

IndependentBanker.org Stats:

- Avg. Unique Visits: 9,773/mo
- Avg. Visit Duration: 2:29
- Avg. Ad Impressions: 23,263/mo
- Avg. Ad Click-through Rate: 0.25%

Each advertiser receives three ads in rotation on both sites in the following sizes:

- **Leaderboard banner ad** (728 x 90 pixels)
- **Rectangle banner ad** (300 x 250 pixels)
- **Mobile banner ad** (300 x 50 pixels) - optional

Corporate Member Rate:	Standard Rate:
\$2,200 (Net)	\$2,530 (Net)