

Independent Banker

2026 MEDIA KIT



Powerful Engagement. Integrated Solutions.

Reach your desired audience of community bank decision-makers through our print, digital & live experiences. It's our mission to connect you with audiences actively engaged through our suite of products.

The Top National Community Banking Magazine



DIGITAL STRENGTH



E-NEWSLETTERS



WEBINAR PACKAGES



DOMINANT CONTENT MARKETING



BEST-IN-CLASS EVENTS



***Independent Banker* has recently been named a 2025 Trendy Award winner for Best Monthly Trade Association Magazine**

- Mailed directly to presidents, CEOs and C-level staff of ICBA member community banks who make the decisions to buy.
- Circulated nationally, averaging 10,000 printed copies per issue with an average monthly pass-along rate of three people per subscriber. Printed copies are seen by more than 30,000 community bank decision-makers monthly.
- Distributed digitally to an opt-in subscriber base of more than 12,000, twice monthly.

AWARDS & ACCOLADES

***Independent Banker* is recognized for editorial excellence**



2025 Winner

Best Monthly Trade Association Magazine

2024 Winner

Best Podcast and Best Monthly Trade Association Magazine

THE STATS

96%

Trusted Source

Readers view *Independent Banker* as a trusted source of information.

90%

Relevant Content

Readers agree that we cover topics that matter to community bankers.

91%

Useful Information

Readers say our content is useful and provides enough depth.

72%

Preferred Source

Community bankers turn to us as their preferred source of industry news.

75%

Prefer Print

Of readers prefer to receive a printed version monthly

61%

Referenced Regularly

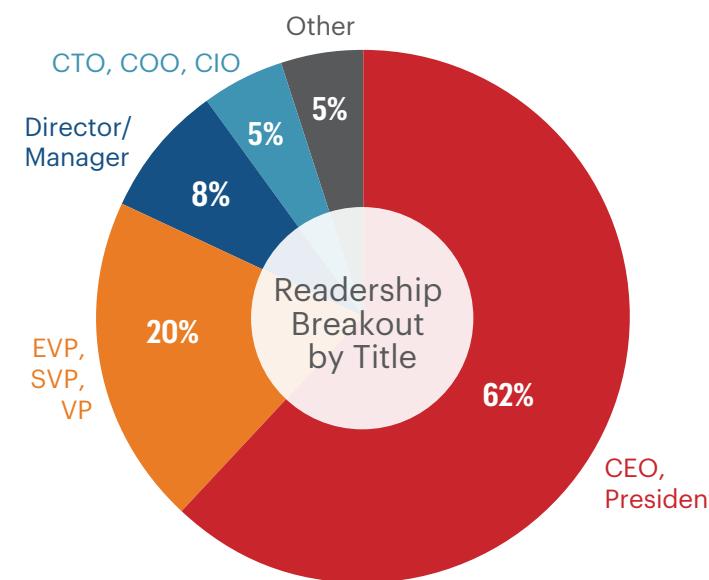
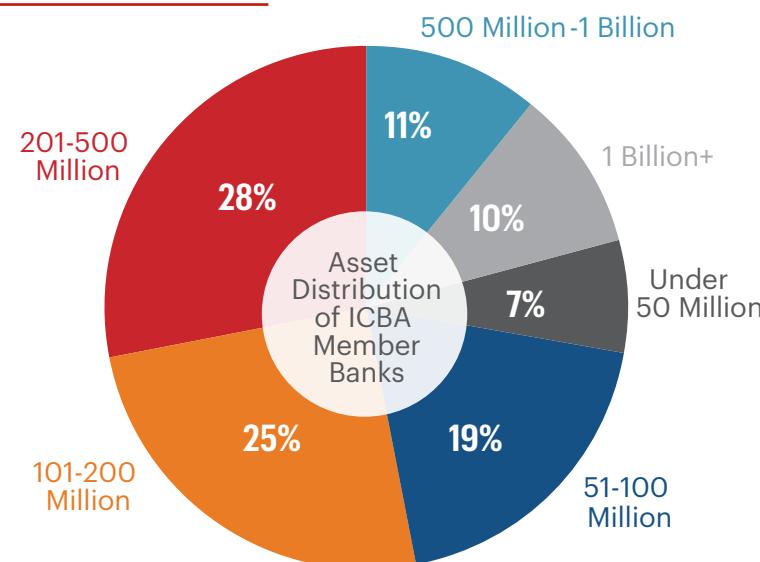
Of readers reference the print magazine regularly

Our advertising initiative + the power of *Independent Banker*

Targeted Audience

Independent Banker is the only national publication solely dedicated to addressing the needs of community bank decision makers and is consistently ranked the number-one benefit of ICBA membership.

BY THE NUMBERS



THE STATS



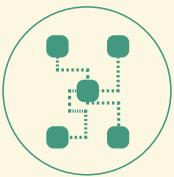
Average Assets:

710 Million



Average Number of Employees:

103 People



Average Number of Branches:

8 Locations

PROFILE OF THE TYPICAL ICBA MEMBER BANK

Collectively, ICBA Member Banks have:

\$1.5 trillion in assets

\$1.2 trillion in deposits

\$4 trillion in loans to consumers, small businesses and agricultural communities

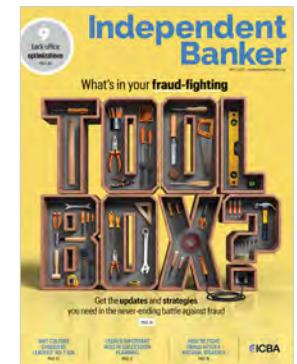
45,000 locations nationwide

2026 Editorial Calendar

| | | | AD CLOSE | ART DUE |
|------------------|---|--|----------------|---------------|
| JAN | Community Bank CEO Outlook Payments Trends, Growth Strategies; Regulatory & Risk Outlook; Lending Outlook; Customer Acquisition & Retention | | NOV 18 | DEC 5 |
| FEB | ICBA LIVE Preview Fintech Solutions; Compliance Update; Minority-Owned Bank Focus; Bank Board Onboarding; Fraud Mitigation Strategies | | DEC 18 | JAN 12 |
| MAR | Marketing & Customer Acquisition Cybersecurity Update; Retail Banking Trends; The Future of Marketing; Treasury Management <i>Special Section: Guest Experts—Customer Acquisition + Bonus Distribution: Bank Marketing Titles, ICBA LIVE</i> | | JAN 14 | FEB 3 |
| APR | Advocacy Community Banking Month/Bank Locally ; National Community Bank Service Awards; Policy Outlook; Core Considerations; Recruitment & Retention Strategies <i>Special Section: Guest Experts—Core Technology</i> | | FEB 18 | MAR 5 |
| MAY | Fraud Prevention Business Payments; SBA/Commercial Lending; Legal Services; Back-Office Technology; Vendor Management <i>Special Section: Fraud Prevention</i> | | MAR 18 | APR 2 |
| JUN/ JULY | Lending 40 Under 40: Community Bank Leaders ; Outstanding Lenders; Lending Roundup (Consumer/Mortgage/Ag/Commercial); Leadership Succession; Elder Fraud Prevention; Payments Trend <i>Special Section: Guest Experts—Lending + Bonus Distribution: Non-Member Bank Presidents & CEOs</i> | | APR 17 | MAY 5 |
| AUG | Budgeting CFO Perspectives; Regulatory Audit Update; Compensation & Benefits; Expense Saving; Financial Accounting & Reporting <i>Special Section: Partnering for Success + Bonus Distribution: Non-Member Bank Presidents & CEOs</i> | | JUNE 18 | JULY 6 |
| SEP | Compliance & Risk AI Risk; Regulatory Compliance Focus; Payment Strategies; Reputation Management; Risk Management/BSA/AMLT <i>Special Section: Guest Experts—Compliance</i> | | JULY 17 | AUG 3 |
| OCT | Cybersecurity Fraud Solutions; Lending Niches; Wealth Management/Trusts; Core Considerations; Insurance Issues <i>Special Section: Guest Experts—Cybersecurity Threats & Solutions</i> | | AUG 18 | SEP 2 |
| NOV | Digital Banking Artificial Intelligence (AI); Fintech Partnerships; Data Strategy; Digital Experience <i>Special Section: Digital Banking + Bonus Distribution: Bank Technology Titles</i> | | SEPT 18 | OCT 6 |
| DEC | Best Community Banks To Work For 2026 ICBA Corporate Member Directory ; Best of Fraud; Best of Leadership; Best of Innovation; Best of Service; Best of Lending <i>Bonus Distribution: All Non-Member Bank Presidents & CEOs</i> | | OCT 16 | NOV 2 |

*In every Issue of
Independent Banker—*

COMPLIANCE, FRAUD, LENDING & INNOVATION



In a July 2024 survey of ICBA Members, 72% of respondents indicated that **Independent Banker** is their preferred source for industry news and information!

Powerful Print Marketing

Be Seen with the Content Community Banks Rely on Each and Every Month

Independent Banker covers the topics and trends most important to community bank senior executives and is the number one source of community banking news for ICBA members. The magazine provides an exclusive editorial environment that elevates your print advertising, placing it front and center in front of an audience seeking timely, relevant information on industry resources, legislative developments and innovative solutions.

RUN-OF-BOOK ADVERTISING

Be known by the company you keep—advertising runs adjacent to our award-winning editorial. Multiple ad sizes that fit every need and budget are available.



COVER EXTENSIONS

Place your message on the most visible piece of real estate in the magazine through the following options:

- Dot Whack
- Cover Curl
- Belly Band
- Tip-in Insert

A full-page advertisement is required for all cover extras. Call for pricing and details.



72%
of ICBA members indicated *Independent Banker* as their preferred source for industry news and information.

Demand Generation

Generate High Quality Leads From Your Likely Customers

Independent Banker offers strategic opportunities to create awareness and interest in your company's products and services.

WEBINARS

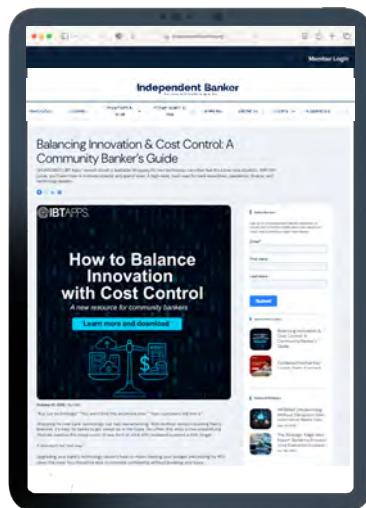
Targeted Thought Leadership and Lead Generation



Leverage the credibility of the ICBA *Independent Banker* brand and present community bank leaders with actionable solutions to their key challenges. Demonstrate how you can be a valuable partner in their growth.

SPONSORED CONTENT

Reaching Prospects Where They Are



Capture the attention of your key prospects by featuring your thought leaders prominently with *Independent Banker's* Online Content Bundles.

EBOOKS

Connect With Your Ideal Audience



Invest in connecting with your ideal audience. Sponsor the e-book series and elevate your brand as the go-to partner for community bank decision-makers.

Webinar Packages

Leverage the credibility of the ICBA *Independent Banker* brand while providing thought leadership and generating leads!

We'll partner with you to host a customizable, live webinar event and promote it on ICBA and *Independent Banker* channels, ensuring maximum exposure to decision-makers. Receive premier consulting, creative, hosting, lead gen reporting and a comprehensive promotional marketing campaign valued at more than \$20,000.

LIVE WEBINAR PACKAGES INCLUDE:

- eBlasts campaign to 10K + opt-in community bank leaders
- Promotion in ICBA NewsWatch Today and *Independent Banker* eNews
- Display ads on independentbanker.org
- 1/3 vertical print ad promoting your webinar in *Independent Banker* magazine
- Listing both pre and post event within *Independent Banker*'s webinar event center
- Audience development, hosting, archiving and lead-generation reporting
- Custom trackable registration page link provided and social media promotion schedule included



INDEPENDENT BANKER CUSTOMIZABLE WEBINARS

Contact us today to get started!

| PACKAGE RATES | LIVE WEBINAR | WEBCAM ENABLED WEBINAR | ON-DEMAND WEBINAR |
|---------------------------|--------------|------------------------|-------------------|
| Corporate Member Net Rate | \$9,950 | \$11,550 | \$5,550 |
| Non-Member Net Rate | \$11,705 | \$13,530 | \$6,550 |

Online Content Marketing

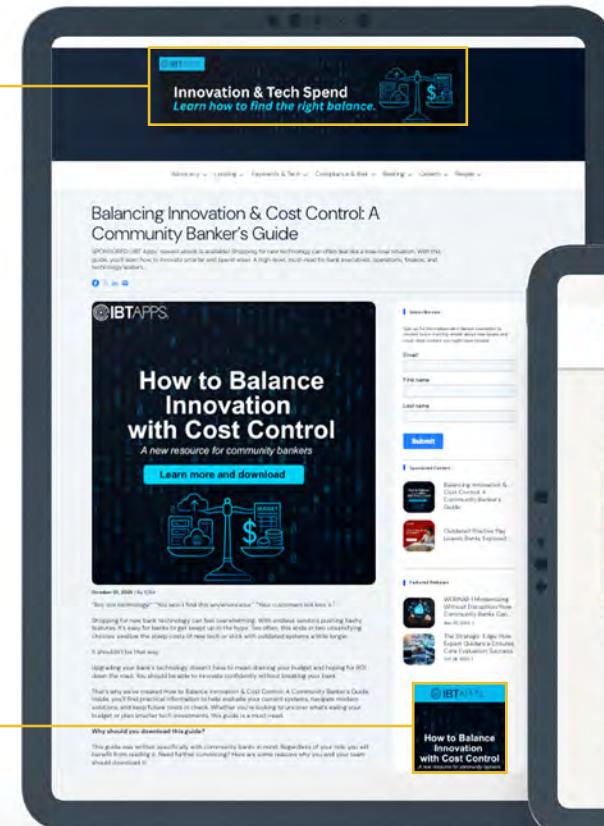
Sponsored Content or Video Package

Share your messaging on independentbanker.org.
Each package includes:

- A homepage teaser of your article or video with a thumbnail image, and a headline and an excerpt
- Landing page on independentbanker.org with your article or video, a featured image and a CTA link
- 4 display ads (1 leaderboard, 2 rectangles and 1 mobile ad) on your article's landing page (100% SOV)
- Promotional campaign including placements in ICBA's NewsWatch Today, *Independent Banker's* bi-monthly newsletter and LinkedIn
- Archived on IB for one year from live date

| RATES | |
|---------------------------|---------|
| Corporate Member Net Rate | \$3,595 |
| Non-Member Net Rate | \$4,450 |

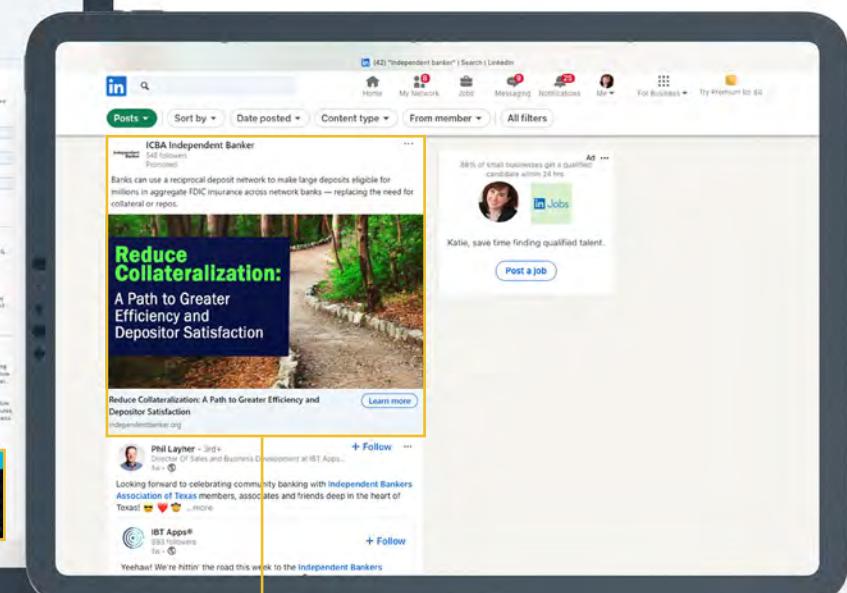
LANDING PAGE/
ROADBLOCKED
AD EXAMPLE



RECTANGLE/
ROADBLOCKED
AD EXAMPLE

[click to see an example](#)

4
sponsors
per
month



LINKEDIN
PROMOTIONAL
CAMPAIGN

Thought Leadership

Have Your Message Stand Out

Independent Banker offers several custom magazine extensions that are unique ways to share your brand or products.

THE BIG IDEA

A unique opportunity to celebrate a new initiative, highlight a product launch, tell a story or share your best information with community bank leaders.

Independent Banker will help you develop and produce a customized 4-page advertorial supplement to be inserted into the issue of your choice, including the digital edition.



[click to see an example](#)

GUEST EXPERT ADVERTORIALS

Highlight the expertise and the insights of your SMEs. Offer solutions to challenges or present a case study with our guest expertise advertorials. Published in 9 issues throughout the year, these specially designed special sections offer a variety of specific focuses from customer acquisition to lending to fintech innovation.

All design is included in the special rate, simply provide content, images and your company logo.



WHITE PAPERS

Enhance your credibility by demonstrating how your business effectively navigates industry complexities through innovative products or solutions.



Website Advertising

Targeted Audience

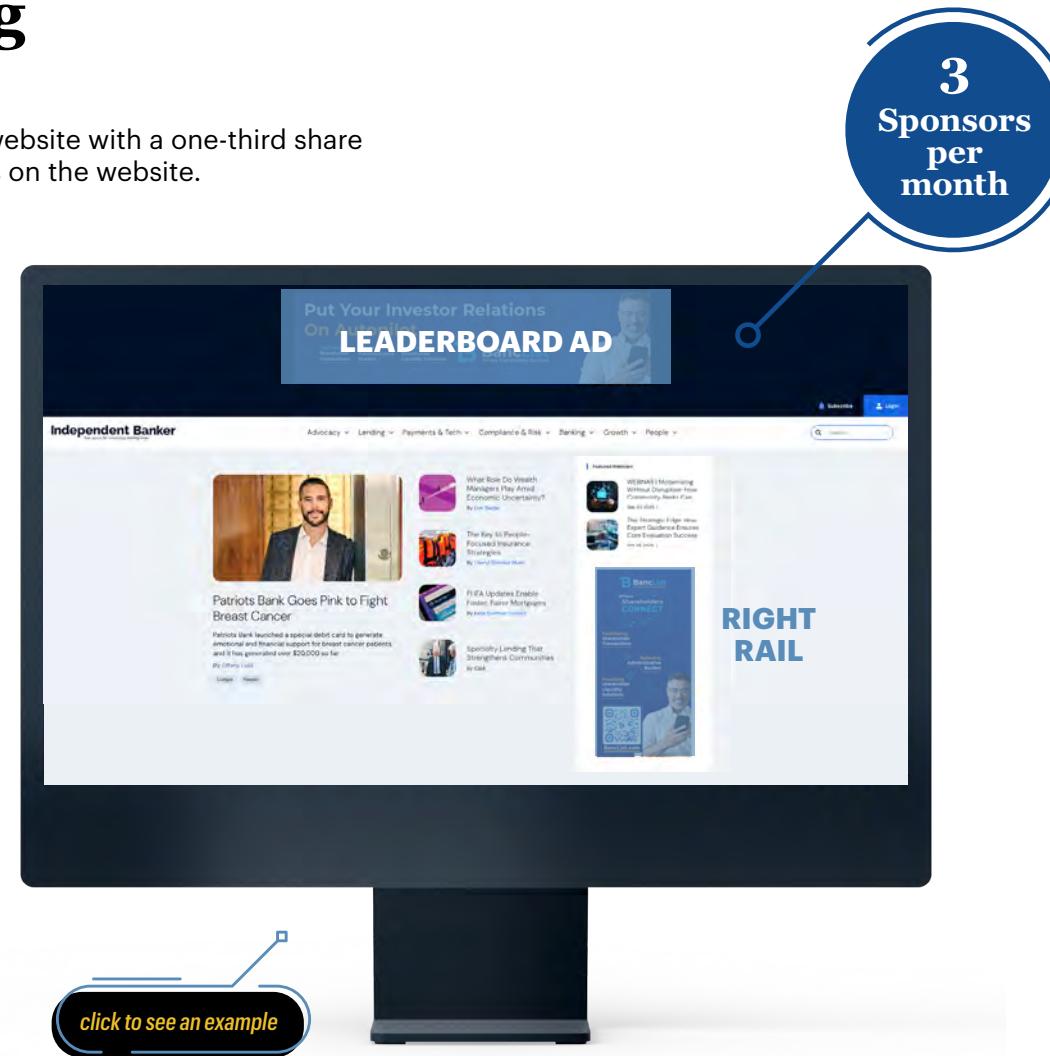
Advertising runs on the **independentbanker.org** website with a one-third share of voice. Each advertiser receives four rotating ads on the website.

Independent Banker.org

The website for *Independent Banker* magazine featuring trending articles, web-exclusive content, industry insights, social media, forums, blogs and more.

RATES

| | |
|---------------------------|---------|
| Corporate Member Net Rate | \$1,360 |
| Non-Member Net Rate | \$1,600 |



BY THE NUMBERS

73%

of ICBA members accessed the **independentbanker.org** website

50,000+

Average Monthly Impressions

Email Marketing

Reach a Targeted Subscriber Base of Community Bank Decision-Makers

Our e-newsletter and e-blast opportunities offer a variety of exclusive advertising opportunities reaching C-suite, presidents, VPs, SVPs, directors, managers.

DAILY E-ENEWSLETTER

ICBA NewsWatch Today®

45,000+ daily subscriber base. Content focuses on advocacy, breaking community bank news, important updates and the latest industry trends.

ADVERTISING PLACEMENTS:

Sponsor Package, 1 available per week

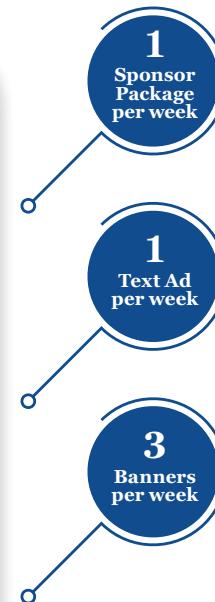
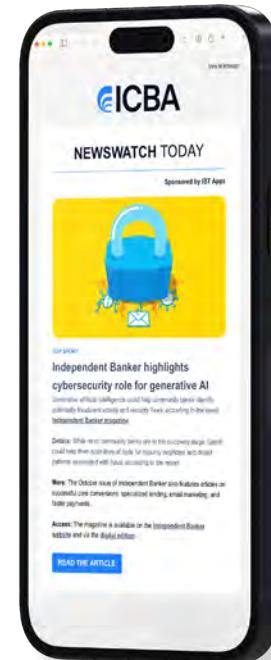
- Prominent call-out at the top
- 50 words of text and one link within the body copy and a banner ad

Premium Text, 1 available per week

- 50 words of text + link within the body copy

Horizontal Banner Ads, 3 available per week

- 600 x 100px banner ad embedded in the content



MONTHLY E-NEWSLETTER

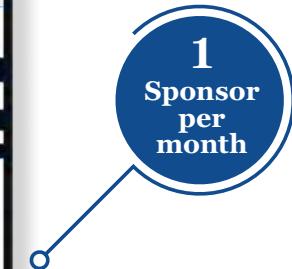
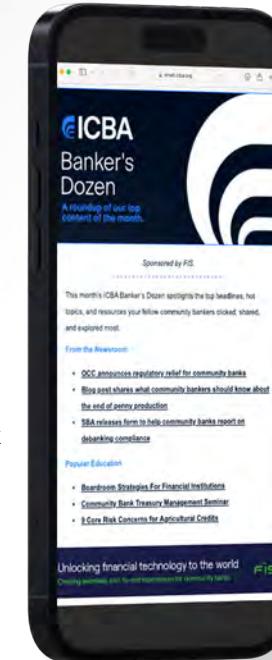
ICBA Banker's dozen

45,000+ subscriber base. A monthly recap of the most popular stories/content across all ICBA channels including ICBA's Newsroom, ICBA Education/Products/Services, ICBA Community and Independent Banker.

ADVERTISING PLACEMENTS:

Spotlight Sponsorship, 1 available per month

- Prominent call-out at the top w/hyperlink
- Horizontal Banner Ad - 600x100px



| RATES | Sponsor Package | Banner1 | Text2 | Banner2 | Banner3 |
|---------------------------|-----------------|---------|---------|---------|---------|
| Corporate Member Net Rate | \$3,570 | \$2,970 | \$2,550 | \$2,120 | \$1,615 |
| Non-Member Net Rate | \$4,200 | \$3,495 | \$3,000 | \$2,495 | \$1,900 |

| RATES | Per Email |
|---------------------------|-----------|
| Corporate Member Net Rate | \$4,995 |
| Non-Member Net Rate | NA |

Email Marketing

Reach a Targeted Subscriber Base Of Community Bank Decision-Makers

Our e-newsletter and e-blast opportunities offer a variety of exclusive advertising opportunities reaching C-suite, presidents, VPs, SVPs, directors, managers.

TWICE MONTHLY E-NEWSLETTER

Independent Banker eNews

12,000+ subscriber base. Each edition carries the digital edition of the current magazine and highlights online content, web exclusives, trending articles and more.

ADVERTISING PLACEMENTS:

Premium Package 1

- 1 banner and text
- One full page “Cover Zero” ad in the digital edition, next to the cover

Premium Package 2

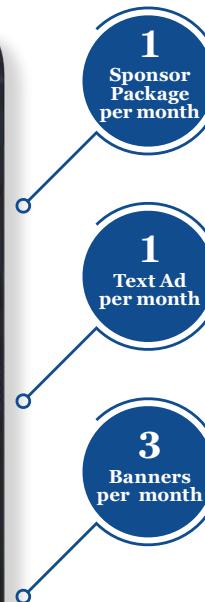
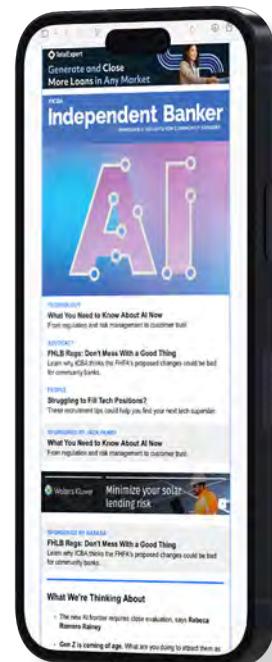
- 50 words of embedded text, a click URL and one banner ad

Experts Sponsored Post

- 50 words of embedded text and a click URL

Banner 3

- A banner 3 ad and a click URL



LIMITED AVAILABILITY

Insider e-Blast

11,000+ national audience of community bank leaders. Share your expertise on the products, services and solutions that can keep their bank competitive.



| RATES | Premium Package 1 | Premium Package 2 | Banner 3 |
|---------------------------|--------------------------|--------------------------|-----------------|
| Corporate Member Net Rate | \$2,995 | \$2,395 | \$1,495 |
| Non-Member Net Rate | \$3,525 | \$2,815 | \$1,760 |

| RATES | Per Send |
|---------------------------|-----------------|
| Corporate Member Net Rate | \$7,500 |
| Non-Member Net Rate | \$8,625 |

e-Books

Headline

Gain unparalleled access to the decision-makers who shape the future of community banking. By sponsoring our BRAND NEW e-book series, you position your brand directly in front of the leaders and influencers who matter most. Each e-book is expertly crafted to address the priorities and pain points of community bank executives, ensuring your message resonates where it counts.

Sponsorship of this series offers more than just visibility—it establishes your brand as a trusted resource and ally within the community banking sector. Leverage our platform to maximize targeted exposure, enhance credibility, and build meaningful relationships with a highly-engaged audience. As a sponsor, you'll benefit from featured placements, advanced analytics, and opportunities to generate quality leads that can drive your business growth.

Invest in connecting with your ideal audience. Sponsor the e-book series and elevate your brand as the go-to partner for community bank decision-makers.



**Sponsor the BRAND NEW
quarterly e-book series!**

Q1: Payments, Q2 Fraud, Q3 Lending, Q4 Technology

Dialogue-on-Demand Videos

What Is A Dialogue-On-Demand Video?

Pre-produced 10-minute Zoom (or Webex) customized video, designed to give you bite-sized snippets of good, substantive content to promote and repurpose across your marketing channels. Featuring 1-2 experts creating a natural exchange of ideas and key concepts, videos include:

- 10-minute dialogue
- 3-4 clips (~60 seconds in length) on specific sub-topics
- 2 social cuts (:15 and :30 seconds in length)

Why Dialogue-on-Demand?

- Simple way to supplement in-person events while showcasing technical experts
- On-demand nature gives asset a life beyond a webinar
- Production requirements make it a good choice for busy SMEs
- Concise nature makes it easy to distribute, promote and repurpose

Optional Core Promotion Tactics

- **LinkedIn Ads:** Advertise conversation with :60-second clip + CTA
- **Targeted Display:** Static creative, traffic-driving through Google Display Network (GDN)
- **Programmatic Pre-Roll:** Advertise conversation with :15-:30-second social cuts
- **Programmatic Email:** 2 sends + 2 redeploys—one pre-event, and one post event
- **Recommended Campaign Length:** 4 weeks

1 Sponsor per month

DIALOGUE-ON-DEMAND VIDEOS

Contact us today to get started!

click to see an example

PRICING

Dialogue-on-demand video production: light scripting, light graphics, recording **\$12,000**

OPTIONAL ADD-ONS

Bundle with Independent Banker Sponsored Content Bundle + \$3,500 **+\$3,500**

Custom Landing page: prototype, UX, design and content **+\$6,500**

Strategy paper: writing, editing, 2 SME interviews and design **+\$12,500**

Digital marketing support package **+\$3,600 to \$12,500**

Extended Reach and Targeted Display

Reach Highly Targeted, Interested, Opted-In Audiences Via Their Inbox

Independent Banker's **Extended Reach** network email solution and **Targeted display** ads allow you to determine the audience and promote your business to the most engaged decision makers.

EXTENDED REACH

Choose from dozens of demographic and lifestyle categories to build your recipient list.



B2b Targeting Options:

- Industry: Financial Institution specific Industry Groups, SIC Codes, NAICS Codes Sales Volume
- Title/Department
- General Management including C-Suite / Board Member Owner / Founder / Director / VP, ++ etc.
- Finance specific including Compliance Specialist Mortgage Specialist / Tax Specialist / Corporate Finance / Risk Management, ++, etc.
- Age
- Education
- Employee Size
- Fortune Company

SCALABLE | DISCOUNTED RATE OF \$65 CPM

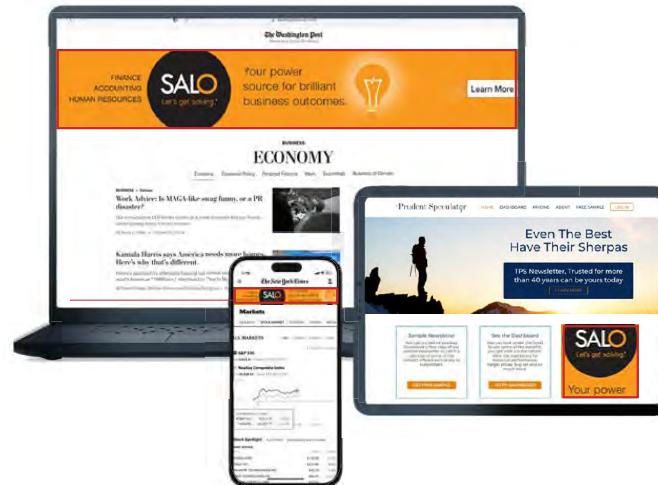
25,000 opted-in subscribers for \$1,625

50,000 opted-in subscribers for \$3,250

100,000 opted-in subscribers for \$6,500

TARGETED DISPLAY

Place your ads in front of a targeted audience of community bank decision-makers and engage those who have expressed interest in your solutions.



TARGETED DISPLAY RATES

Targeted Display* **\$15 CPM**

Targeted Display + Device ID* **\$18 CPM**

Three-month minimum campaign timeline

Targeted display ads promote your business to the most interested audiences possible and feature a blend of tactics to build your campaign:

- Demographic Targeting
- Content Targeting
- Behavioral Targeting
- Site Retargeting
- Geographic Targeting
- Device Id Geo-Fencing

We specialize in powerful brand integrations, strategic content, and engagement programs.

LET US HELP YOU ELEVATE YOUR BUSINESS TO NEW HEIGHTS.

Contact us today to get started on a custom plan.

Amanda Myrick

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