



# 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.

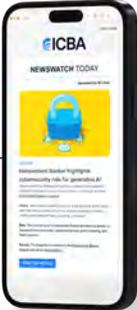
## The Top National Community Banking Magazine



### 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**

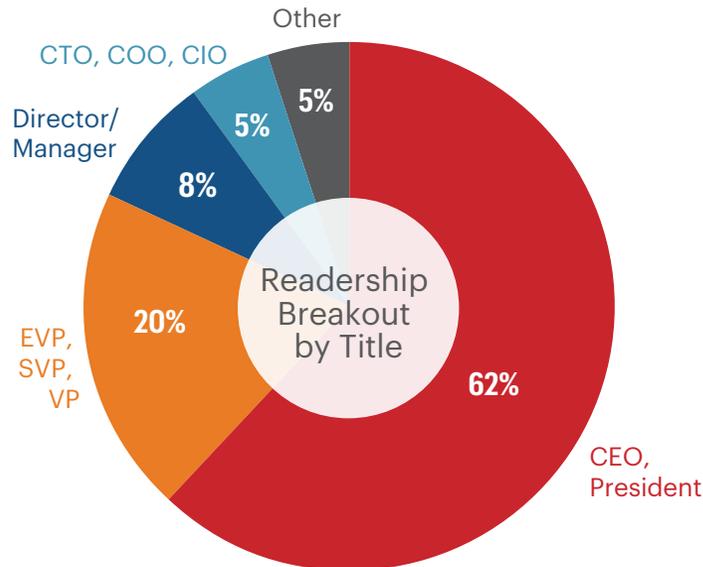
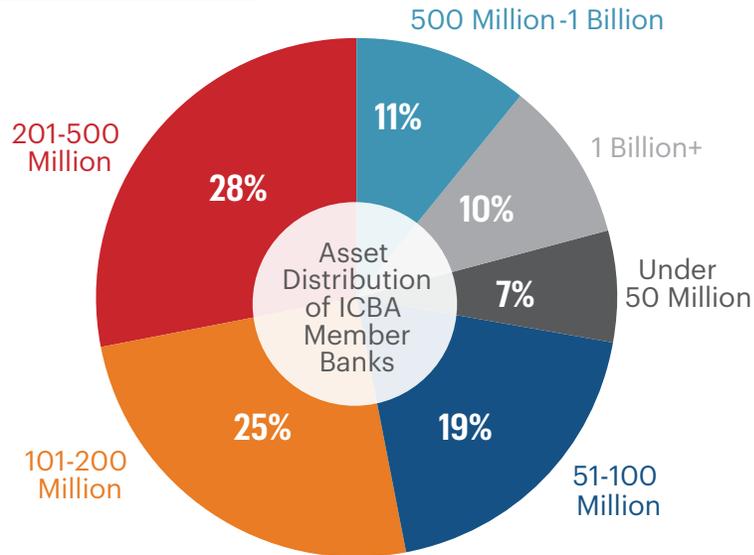
Of readers reference the print magazine regularly

# 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



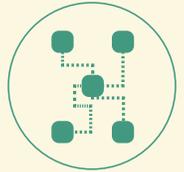
### THE STATS



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

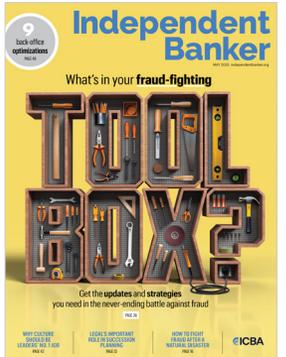
**45,000** locations nationwide

# 2026 Editorial Calendar

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

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

### 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.



A belly-band customized with your message wraps the magazine



Your customized message on a dot whack or a cover curl

# 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

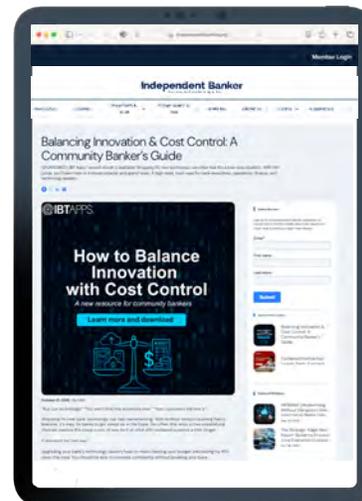
*Targeted Thought Leadership and Lead Generation*



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

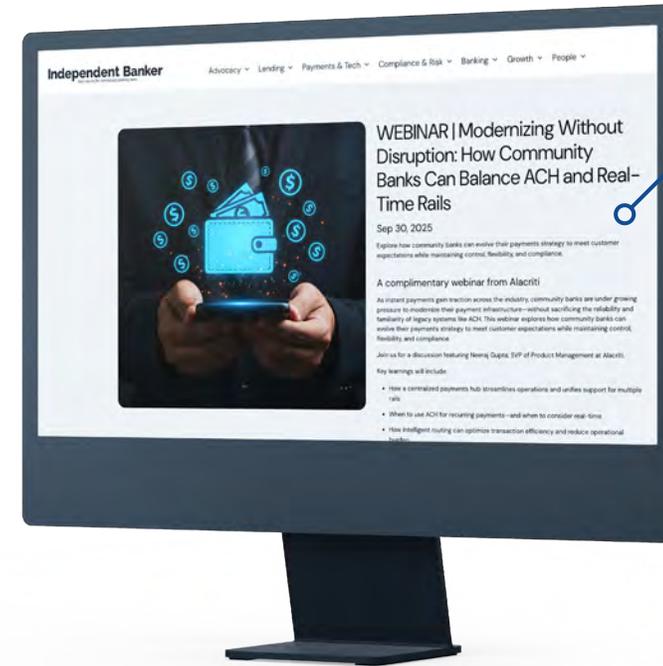
**Leverage the credibility of the ICBA *Independent Banker* brand while providing thought leadership and generating leads!**

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'S TURNKEY 4-WEEK CAMPAIGN**



**2 sponsors per month**

**INDEPENDENT BANKER CUSTOMIZABLE WEBINARS**

Contact us today to get started!

[click to see an example](#)

# Online Content Marketing

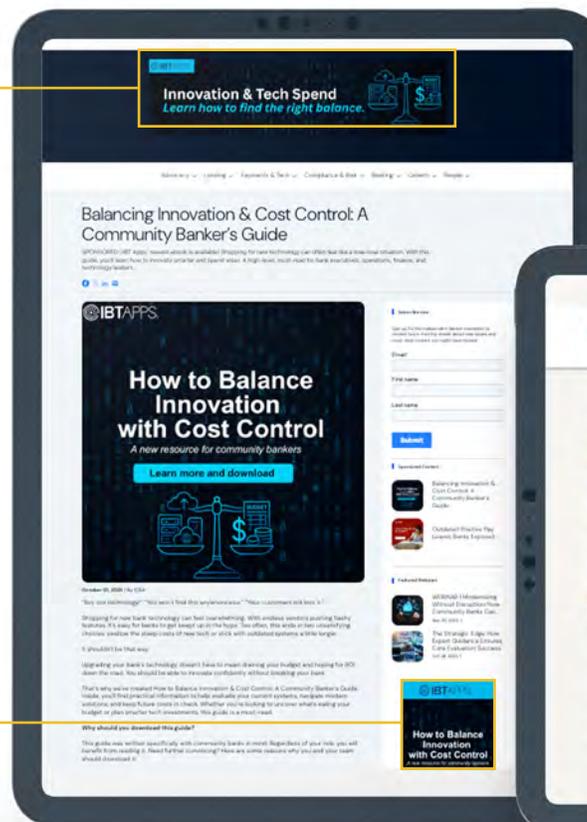
## Sponsored Content or Video Package

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

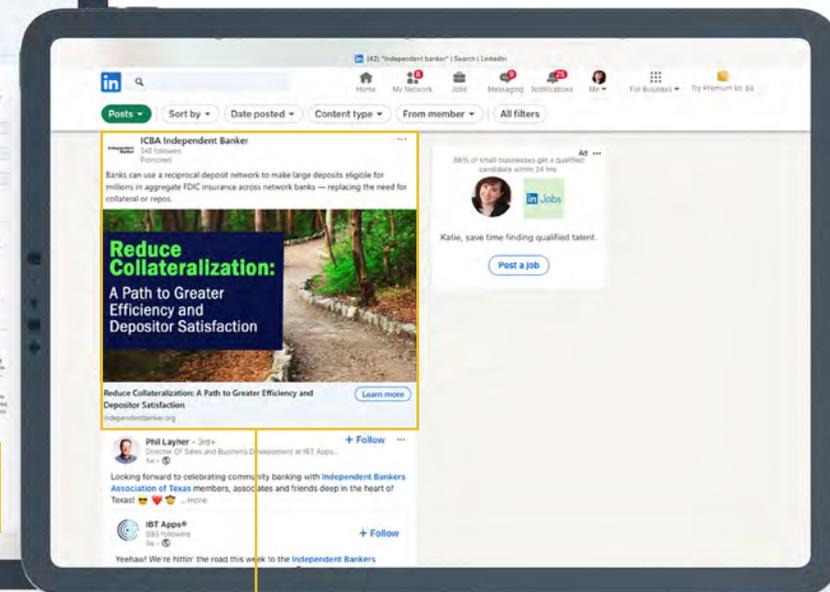
4  
sponsors  
per  
month

LANDING PAGE/  
ROADBLOCKED  
AD EXAMPLE



RECTANGLE/  
ROADBLOCKED  
AD EXAMPLE

click to see an example



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.



### GUEST EXPERT ADVERTORIALS

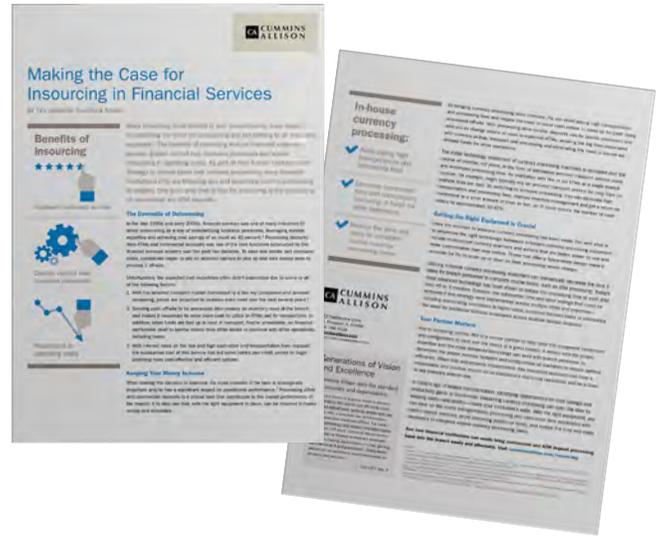
Highlight the expertise and the insights of your SMEs. Offer solutions to challenges or present a case study with our guest expertise advertorials. Published in 9 issues throughout the year, these specially designed special sections offer a variety of specific focuses from customer acquisition to lending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

All design is included in the special, 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.



[click to see an example](#)

# 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.

3  
Sponsors  
per  
month

## Independent Banker.org

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



## 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-NEWSLETTER

#### 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

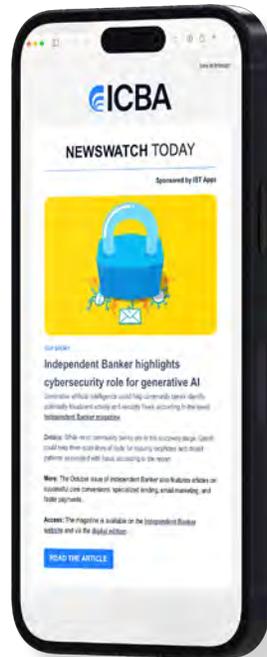
- Prominent call-out at the top
- 50 words of text and one link within the body copy and a banner ad

##### 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



1 Sponsor Package per week

1 Text Ad per week

3 Banners per week

### 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 '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



1 Sponsor per month

# 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*

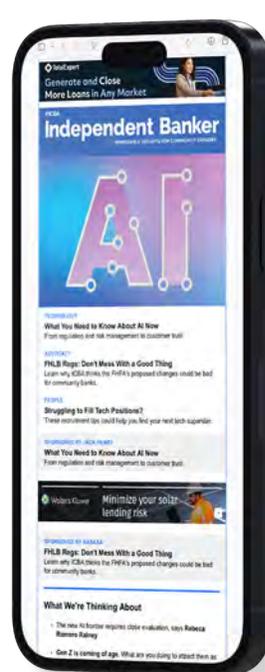
- 50 words of embedded text, a click URL and one banner ad

##### *Experts Sponsored Post*

- 50 words of embedded text and a click UR

##### *Banner 3*

- A banner 3 ad and a click URL



1  
Sponsor  
Package  
per month

1  
Text Ad  
per month

3  
Banners  
per month

### 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.



1  
eBlast  
per month

## e-Books

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:

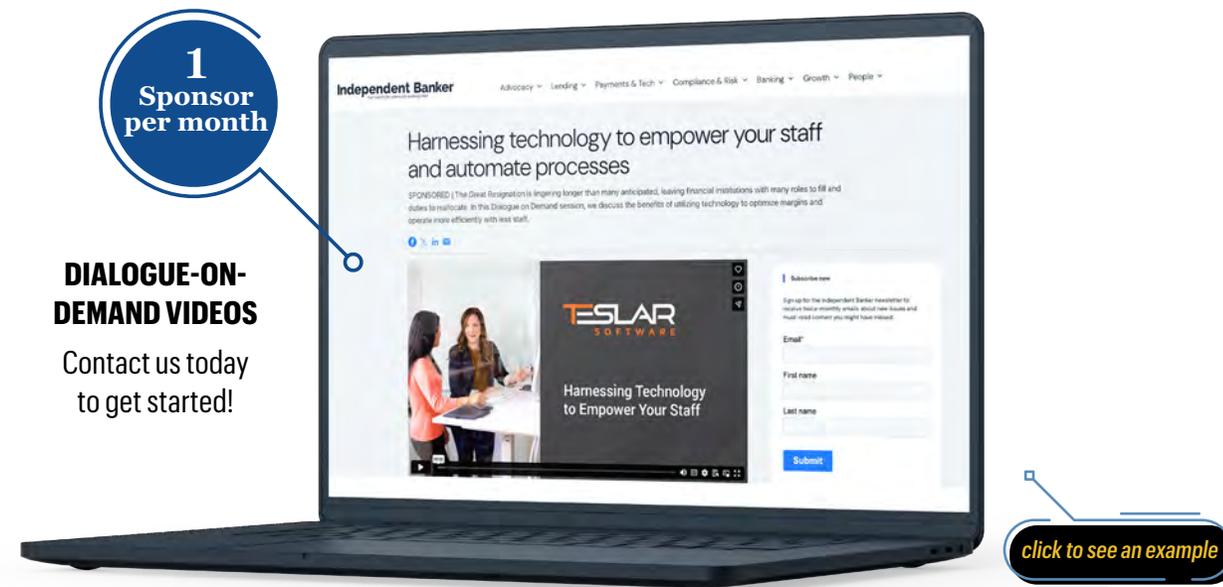
- 10-minute dialogue
- 3-4 clips (~60 seconds in length) on specific sub-topics
- 2 social cuts (:15 and :30 seconds in length)

## 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



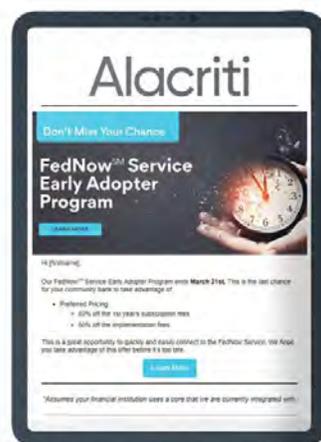
# Extended Reach and Targeted Display

## 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.

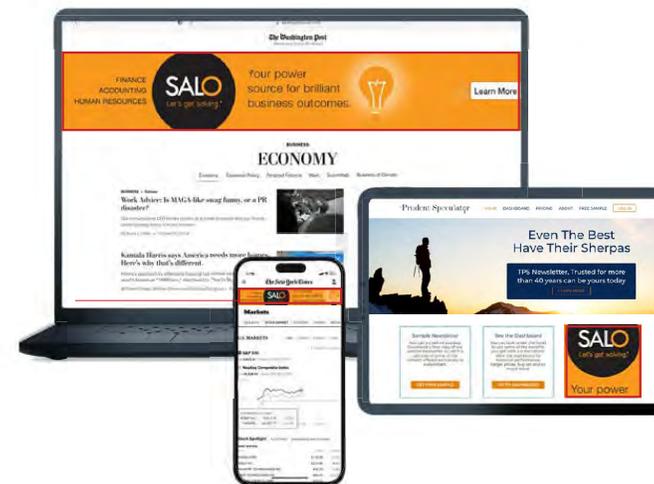


#### B2b Targeting Options:

- 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

### 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 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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**Independent  
Banker**

