



## 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
<b>TWO-PAGE SPREAD</b>	\$8,500	\$10,000
<b>FULL PAGE</b>	\$5,600	\$6,650

**Guest Experts: Core Technology**

**Optimize Operations and Control Risk**

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

**Independent Banker**

**Guest Experts: Core Technology**

**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, integrating the complex technology aspects can be daunting. With a media kit you're offering your future state banking experience, you can better understand the challenges of integration and the importance of a strong target operating model (TOM) to ensure your combined bank will function after the merger.

**SOLUTION:** Our team will help you develop a comprehensive target operating model (TOM), a blueprint for how your combined bank will function after the merger.

**Measuring your progress is vital to the success of the integration.** Community banks merge and acquisition (M&A) success is measured by the success of the integration. The success of the integration is measured by the success of the integration. The success of the integration is measured by the success of the integration.

**ASSESSING TARGET OPERATING MODEL: WHAT YOU NEED TO KNOW**

**POTENTIAL PROBLEMS IDENTIFY AND MINIMIZE THEIR IMPACT**

One of the most critical aspects of a successful M&A is the ability to identify and minimize potential problems. This is where a strong target operating model (TOM) comes in. A TOM is a blueprint for how your combined bank will function after the merger. It is a critical tool for ensuring the success of the integration.

**By choosing FIS, you can rest assured that your integration is in good hands. FIS is a leading provider of core banking solutions, and our expertise in integration can help you achieve your goals.**

**FIS**

**FinBuilder**

301 Main Street, Suite 200  
Baltimore, MD 21201  
410.528.1234  
finbuilder.com

**Guest Experts: Core Technology**

**Best practices for a successful core transformation**

**CHALLENGE:** Large core platforms are going out and to be replaced by smaller, more agile, and more cost-effective solutions. This is a significant challenge for community banks, as they need to ensure their core systems are up-to-date and secure.

**SOLUTION:** Our team will help you develop a comprehensive target operating model (TOM), a blueprint for how your combined bank will function after the merger. It is a critical tool for ensuring the success of the integration.

**WHETHER IT'S NEXT YEAR OR IN 10 YEARS, ENSURING THE BANK'S CORE SYSTEM IS INEVITABLE. BUT IT DOESN'T HAVE TO BE A HEADACHE.**

**1. Plan your core transformation with a clear vision.** Before you start, you need to have a clear vision of what you want to achieve. This vision should be based on your business goals and the needs of your customers.

**2. Choose the right technology.** Not all core systems are created equal. You need to choose a system that is scalable, secure, and easy to integrate with your existing systems.

**3. Get the right people.** You need a team of experts who can help you with the transformation. This team should include people from your IT department, your business operations, and your customers.

**4. Test, test, test.** Before you go live, you need to test your new system thoroughly. This will help you identify any problems and make sure everything is working as expected.

**5. Monitor and maintain.** Once you're live, you need to monitor your system closely and make sure it's always up-to-date and secure.

**The IT Expert Approach**

Our team of experts can help you with every step of the process, from planning to implementation. We have the experience and expertise to ensure your core transformation is a success.

**IBT/FPS**

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**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

**Space Reservation Due:** February 18th, 2026

**Ad Materials Due:** March 5th, 2026

To learn more and reserve your space:

**Contact: Amanda Myrick**  
**651-675-7248 | [amyrick@icbabanks.org](mailto:amyrick@icbabanks.org)**