

Digital Advertising Specifications:

e-Newsletters: *ICBA NewsWatch Today®*; *ICBA Banker's dozen*; *Independent Banker eNews*; *Insider e-Blast*

All dimensions are width by height. GIF or JPEG files only. One-pixel border required. 100 KB file size max.

BANNER ADS

600 X 100-pixel banner ad (width by height)

- Provide click URL (no hyperlinking)

SPONSORED/PREMIUM TEXT PLACEMENT

Up to 50 words total

- Headline: 10 words max
- Provide click URL (no hyperlinking)

DEDICATED E-BLASTS

Materials due the first of the month

- Subject line(s): 50 characters max

Text:

- Headline: 75 characters max
- Body Copy: 200 characters max
- CTA: 25 characters
- Provide click URL

Image:

- 600 x 338 pixels (width by height)
- Image must be GIF, JPG or PNG

Websites: *independentbanker.org* and *ICBA.org*

All dimensions are width by height. GIF or JPEG files only. One-pixel border required. 100 KB file size max.

ROS DISPLAY AD PACKAGE

Materials due two weeks prior to run date (on Monday).

- Leaderboard: 970 x 90 pixels
- Mobile: 320 x 50 pixels
- Large Rectangle: 970x 250 pixels
- Small Rectangle: 300 x 250 pixels
- Click URL(s)

SPONSORED CONTENT PACKAGE

Experts Online Content Directory (Article or Video)

Materials due two weeks prior to run date (on Monday).

Article Content

- Headline: 10-word max
- Body Copy: 500-word max
- Article Excerpt/Teaser: 40-word max
- CTA URL

Images for Article (3 sizes)

- Featured image: 2000 x 1250 pixels
- 1200 x 628 (LinkedIn)

Display Ad Sizes (Sponsored Content Packages Only)

- Leaderboard: 970 x 90 pixels
- Mobile: 320 x 50 pixels
- Large Rectangle: 970x 250 pixels
- Small Rectangle: 300 x 250 pixels
- Click URL(s)