

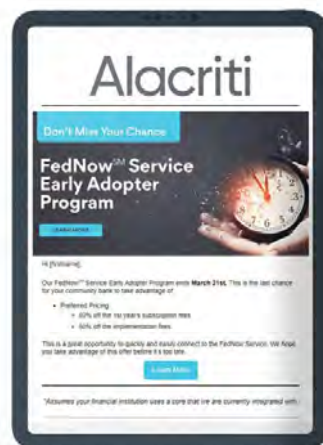
# Extended Reach and Targeted Display

## 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:

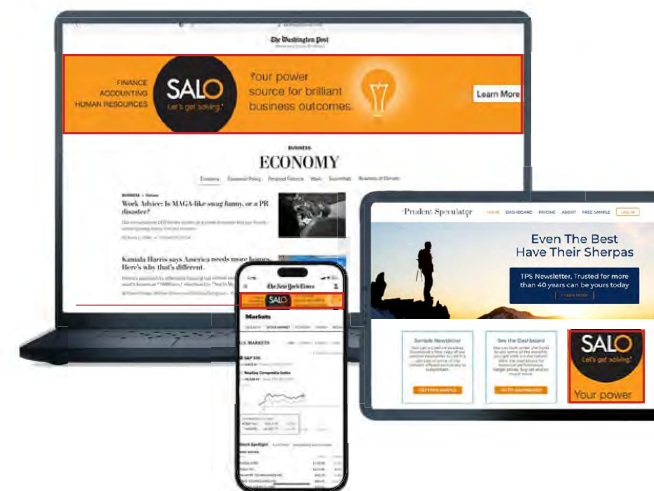
- Industry: Financial Institution specific Industry Groups, SIC Codes, NAICS Codes Sales Volume
- Title/Department
- General Management including C-Suite / Board Member Owner / Founder / Director / VP, ++ etc.
- Finance specific including Compliance Specialist Mortgage Specialist / Tax Specialist / Corporate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

#### TARGETED DISPLAY RATES

Targeted Display\* ..... **\$15 CPM**

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

Three-month minimum campaign timeline