

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

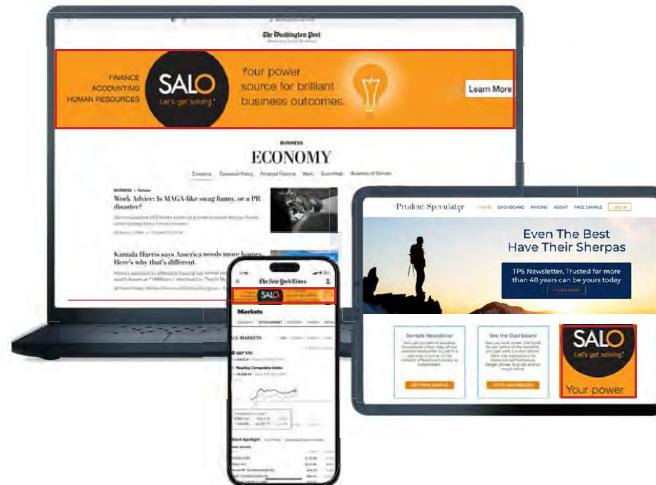
25,000 opted-in subscribers for \$1,625

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