THOUGHT LEADERSHIP 2027

Independent Banker

GUEST EXPERTS

Customer Acquisition

MARCH 2027 ISSUE

Share how your solutions help community banks attract customers and get to the next level. This section appears in the marketing-focused March issue and reaches a bonus audience of community bankers with marketing titles.

CHALLENGE/SOLUTION FORMAT

1. **Name the challenge** community banks face, then summarize your solution.
2. **Prove the benefits** with case studies or testimonials and concrete detail on how your solution works.
3. **Show the impact** your solution makes for community banks.



See the 2024 Customer Acquisition section →

ADDED VALUE INCLUDES

- High-resolution PDF of your advertorial for internal use
- Inclusion in the digital issue of *Independent Banker*
- Copy proofreading, layout and design services
- **Bonus distribution** to bank marketing titles and at ICBA LIVE

Turnkey: you send copy, headshots and logo; we handle design and layout.

Multiple sections? Frequency discounts apply.

SPACE RESERVATION DUE
January 13, 2027

AD MATERIALS DUE
January 29, 2027

DELIVERABLES & SPECIFICATIONS

HEADLINE / TITLE
10 words max

CHALLENGE & SOLUTION
75 words max, combined

CONTACT INFO
Name & title, email, phone, URL

AD SIZES, WORD COUNTS & RATES

	Two-page spread	Full page	Half page (vertical)
	700 words	**400** words	**125** words
CORP. MEMBER	**$8,500**	**$5,600**	**$3,975**
NON-MEMBER	**$10,000**	**$6,650**	**$4,571**

Use lowercase (sentence-case) headlines and multiple paragraphs; use bulleted or numbered lists sparingly.

HEADSHOT OR IMAGE
3.75" W × 3" H
300 DPI at 100% of print size

LOGO
Vector (.ai) file
300 DPI at 100% of print size

To learn more and reserve your space, contact
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