Ask the Experts

NEW for 2027!

Best for: Thought Leadership and Lead Gen

Ask the Experts (ATE) is a high-visibility video experience produced and distributed by *Independent Banker*. Each 20-to-30-minute pre-recorded session features one or two of your subject-matter experts in a relaxed, conversational format built to spotlight the ideas and initiatives that matter to community banking decision-makers.

Includes:

- A professionally produced 20-to-30-minute pre-recorded video with one or two of your experts, optionally moderated by *Independent Banker*
- Broadcast-quality recording delivered as a branded, evergreen MP4 file to reuse across your own channels
- A dedicated, co-branded article page on IndependentBanker.org with logo, hero image, CTA and supporting links
- One Partner e-blast to Independent Banker's qualified subscriber base plus promotion in ICBA *NewsWatch Today* and *Independent Banker* eNews
- A full listing on the Independent Banker Webinar portal, with registration and performance reporting

WHY IT WORKS

ATE puts your team in front of a qualified national audience of community banking leaders, aligning your brand with *Independent Banker's* editorial credibility to position you as a thought leader. It generates measurable leads and lasting visibility. *Independent Banker* handles production, hosting and promotion and hands you a reusable MP4 asset.

TURNKEY TIMELINE

Reserve your placement and confirm your experts, then join a pre-production interview and content review. *Independent Banker* records and produces your branded MP4, which launches gated on the Independent Banker webinar portal and is available for twelve-months, with registration data and performance summaries throughout.

Availability: Limited to a select number of partners per cycle to ensure premium placement and dedicated promotional support.

