Email Marketing:
NewsWatch Today & Banker's Dozen

DAILY E-ENEWSLETTER

ICBA *NewsWatch Today*®

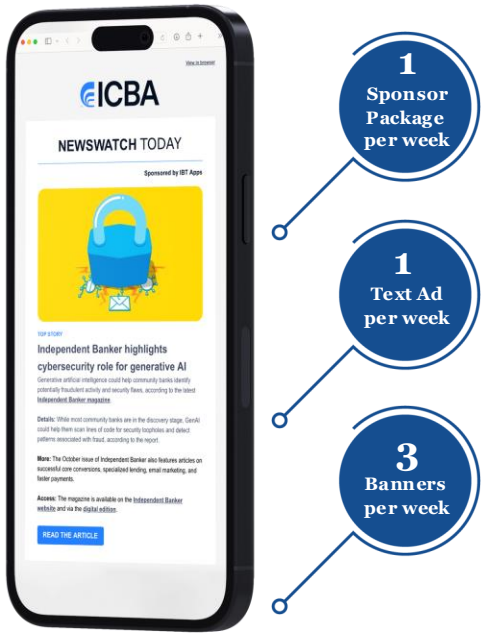
Best for: Awareness and leads

Subscriber Base: 45,000-plus daily

Placements:

- ✓ Sponsor Package (one per week): prominent call-out, 50 words of body copy with one link, and a banner ad
- ✓ Premium Text (one per week): 50 words of body copy plus a link
- ✓ Horizontal Banner Ads (three per week): 600 x 100px embedded in content

Availability: Weekly



MONTHLY E-NEWSLETTER

ICBA *Banker's Dozen*

Best for: Awareness and leads

Subscriber Base: 45,000-plus

Placements:

- ✓ Sponsor Package (one per week): prominent call-out, 50 words of body copy with one link, and a banner ad
- ✓ Premium Text (one per week): 50 words of body copy plus a link
- ✓ Horizontal Banner Ads (three per week): 600 x 100px embedded in content

Availability: Monthly

