Email Marketing:
Independent Banker eNews & Insider e-Blast

TWICE MONTHLY E-NEWSLETTERS

Independent Banker eNews

Best for: Awareness and thought leadership

Subscriber Base: 12,000-plus, distributed twice monthly; each edition includes the current digital magazine plus web exclusives and trending content

Placements:

- Premium Package 1: one banner and text, plus a full-page "Cover Zero" ad in the digital edition
- Premium Package 2: 50 words of embedded text, a click URL, and one banner ad
- Experts Sponsored Post: 50 words of embedded text and a click URL
- Banner 3: a banner 3 ad and a click URL

Availability: Twice monthly



DEDICATED E-BLAST

Insider e-Blast

Best for: Awareness and leads

Audience: 7,500-plus community bank leaders nationwide

Includes: A dedicated e-blast to share your expertise on products, services, and solutions that keep banks competitive

Availability: One e-blast per month, limited availability

