Print: The BIG Idea, Guest Expert Advertorials & White Papers

Make Your Message Stand Out

Independent Banker offers several custom magazine extensions that are unique ways to share your brand or products.

THE BIG IDEA

Best for: Launch or promoting a solution

Includes: A custom four-page advertorial supplement inserted into the issue of your choice, including the digital edition plus reprints

Why It Works: Celebrate a new initiative, highlight a product launch, or tell your story in depth to community bank leaders.

Availability: Per issue



GUEST EXPERT ADVERTORIALS

Best for: Thought leadership

Includes: Specially designed special sections in nine issues per year; all design is included. Provide content, images, and your company logo.

Why It Works: Highlight your subject matter experts and present solutions or case studies alongside topic-aligned editorial.

Availability: Nine issues per year



WHITE PAPERS

Best for: Thought leadership

Includes: Custom placement showcasing how your business navigates industry challenges through innovative products or solutions

Why It Works: Substantive, useful content enhances credibility and drives trust.

Availability: Per issue

