Sponsored Content Integrations:
Product Spotlight NEW

Best for: **Highlighting Solutions and Educating Prospects**

Includes:

- ✓ Sponsored Product Article Page on IndependentBanker.org, featuring a hero image, headline, subhead, 1,000-word article with embedded video, images and links, plus roadblocked banner
- ✓ Content call-outs on the Independent Banker homepage, linking to your article page
- ✓ Outbound promotional campaign including:
  - Promotional campaign in ICBA *NewsWatch Today*, *Independent Banker*'s bi-monthly newsletter, and LinkedIn
- ✓ Elevated positioning on the IndependentBanker.org

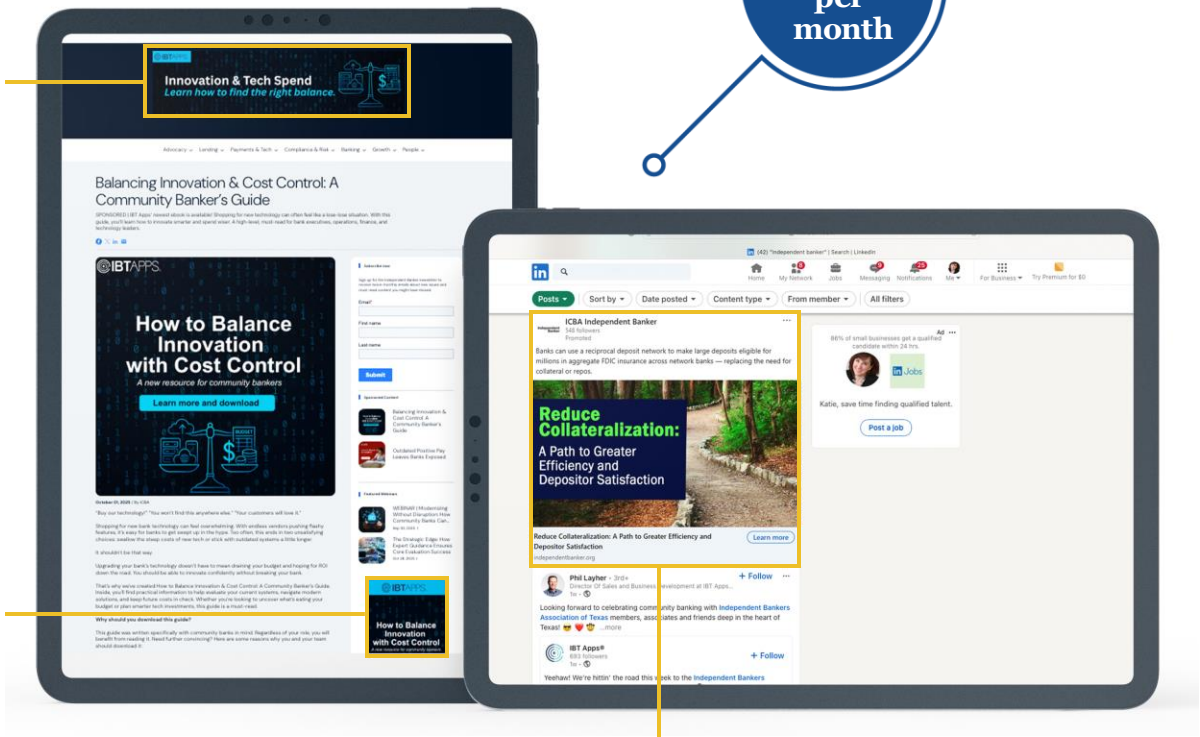
WHY IT WORKS

Put your product front and center, showcasing its value, features and problem-solving power to connect your brand with the decision-makers who matter most.

Availability: Up to four sponsors per month.

4 sponsors per month

LANDING PAGE/ ROADBLOCKED AD EXAMPLE



RECTANGLE/ ROADBLOCKED AD EXAMPLE

LINKEDIN PROMOTIONAL CAMPAIGN