Sponsored Content Integrations:
Premium Sponsored Content or Video

Best for: **Thought Leadership and Lead Gen**

Includes:

- ✓ Homepage teaser with thumbnail image, headline, and excerpt
- ✓ Landing page on IndependentBanker.org with article or video, featured image, and CTA link
- ✓ Four display ads (one leaderboard, two rectangles, one mobile ad) at 100% share of voice
- ✓ Promotional campaign in ICBA *NewsWatch Today*, Independent Banker's bi-monthly newsletter, and LinkedIn
- ✓ Archived on IndependentBanker.org for one year from live date

WHY IT WORKS

Reach prospects where they are and put your thought leaders front and center.

Availability: Up to Four sponsors per month

4 sponsors per month

LANDING PAGE/ ROADBLOCKED AD EXAMPLE

RECTANGLE/ ROADBLOCKED AD EXAMPLE



Click to see example

LINKEDIN PROMOTIONAL CAMPAIGN