Website Advertising: IndependentBanker.org

3 sponsors per month

Best for: Awareness

Includes:

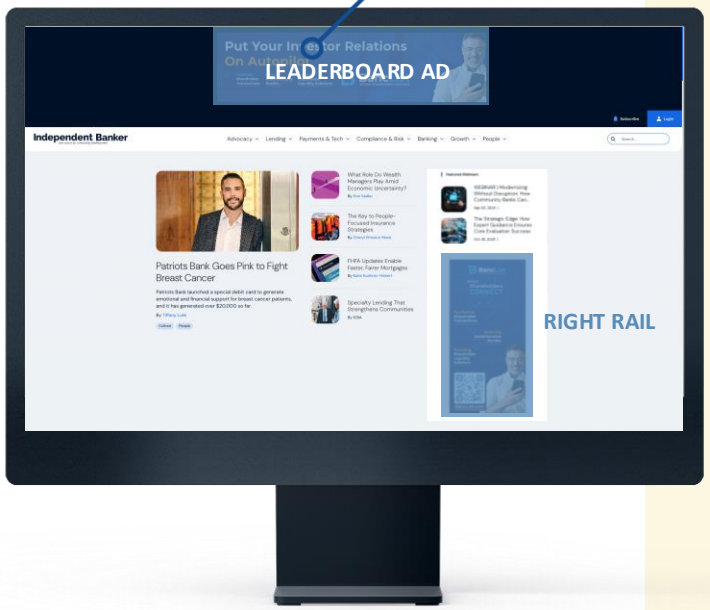
- Four rotating ads at a one-third share of voice; leaderboard and right-rail positions

Availability:
Three sponsors per month

BY THE NUMBERS

73%

of ICBA members accessed IndependentBanker.org; 50,000 plus average monthly impressions



Remarketing/Audience Extension

Best for: Traffic and Conversions

Includes

A continuous presence that reminds visitors who left *Independent Banker* without converting. Your message reappears across display networks and LinkedIn feeds, keeping your brand in front of the IT decision makers who matter most.

Boosted Conversion Rates

Most visitors don't convert on their first visit. Remarketing re-engages them with a well-timed reminder, turning earlier interest into measurable action.

Targeted Engagement

We use visitor data to serve display ads and LinkedIn posts to the people who already know your brand, increasing the likelihood of conversion.

Cost-Effective Marketing

By focusing spend on a highly targeted, engaged audience, remarketing delivers a stronger return on investment than traditional advertising.

Why It Works

When you follow up with visitors who've already shown interest, you convert more of them because your message reaches a warm, qualified audience across the channels they use every day.

Availability

Custom