

Email Marketing

Reach a Targeted Subscriber Base of Community Bank Decision-Makers

Our e-newsletter and e-blast opportunities offer a variety of exclusive advertising opportunities reaching C-suite, presidents, VPs, SVPs, directors, managers.

DAILY E-NEWSLETTER

ICBA NewsWatch Today®

45,000+ daily subscriber base. Content focuses on advocacy, breaking community bank news, important updates and the latest industry trends.

ADVERTISING PLACEMENTS:

Sponsor Package, 1 available per week

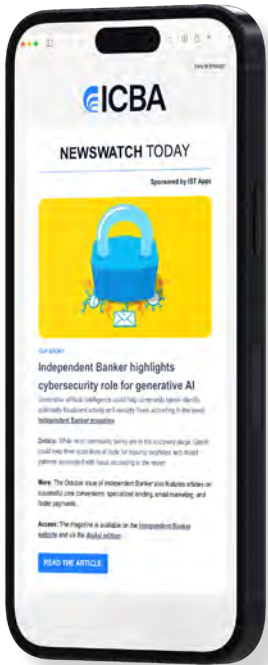
- Prominent call-out at the top
- 50 words of text and one link within the body copy and a banner ad

Premium Text, 1 available per week

- 50 words of text + link within the body copy

Horizontal Banner Ads, 3 available per week

- 600 x 100px banner ad embedded in the content



1
Sponsor
Package
per week

1
Text Ad
per week

3
Banners
per week

MONTHLY E-NEWSLETTER

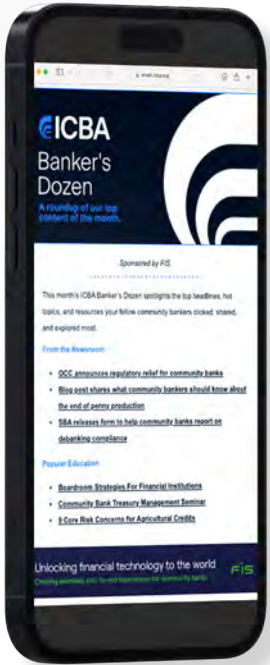
ICBA Banker's dozen

45,000+ subscriber base. A monthly recap of the most popular stories/content across all ICBA channels including ICBA's 's Newsroom, ICBA Education/ Products/Services, ICBA Community and Independent Banker.

ADVERTISING PLACEMENTS:

Spotlight Sponsorship, 1 available per month

- Prominent call-out at the top w/hyperlink
- Horizontal Banner Ad - 600x100px



1
Sponsor
per month

RATES	Sponsor Package	Banner 1	Text 2	Banner 2	Banner 3
Corporate Member Net Rate	\$3,570	\$2,970	\$2,550	\$2,120	\$1,615
Non-Member Net Rate	\$4,200	\$3,495	\$3,000	\$2,495	\$1,900

RATES	Per Email
Corporate Member Net Rate	\$4,995
Non-Member Net Rate	NA