

# 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-ENEWSLETTER

#### 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

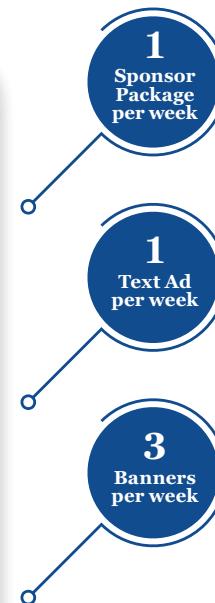
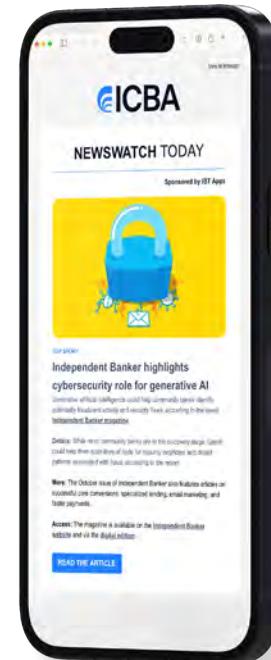
- Prominent call-out at the top
- 50 words of text and one link within the body copy and a banner ad

##### 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



### MONTHLY E-NEWSLETTER

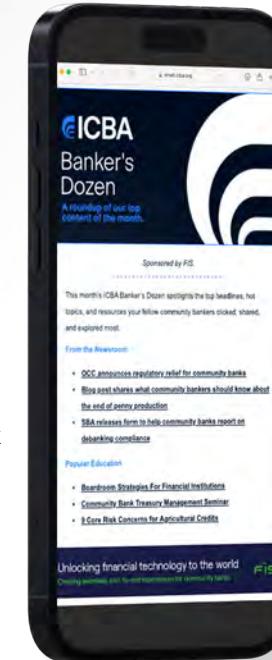
#### ICBA Banker's dozen

**45,000+** subscriber base. A monthly recap of the most popular stories/content across all ICBA channels including ICBA's 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



RATES	Sponsor Package	Banner1	Text2	Banner2	Banner3
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