

# Online Content Marketing

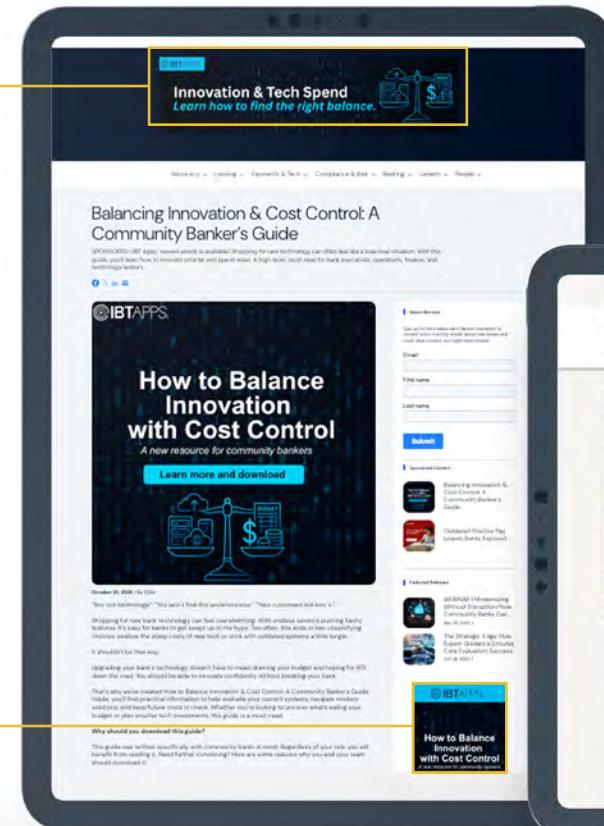
## Sponsored Content or Video Package

Share your messaging on [independentbanker.org](http://independentbanker.org).  
Each package includes:

- A homepage teaser of your article or video with a thumbnail image, and a headline and an excerpt
- Landing page on [independentbanker.org](http://independentbanker.org) with your article or video, a featured image and a CTA link
- 4 display ads (1 leaderboard, 2 rectangles and 1 mobile ad) on your article's landing page (100% SOV)
- Promotional campaign including placements in ICBA's NewsWatch Today, *Independent Banker's* bi-monthly newsletter and LinkedIn
- Archived on IB for one year from live date

RATES	
Corporate Member Net Rate	\$3,595
Non-Member Net Rate	\$4,450

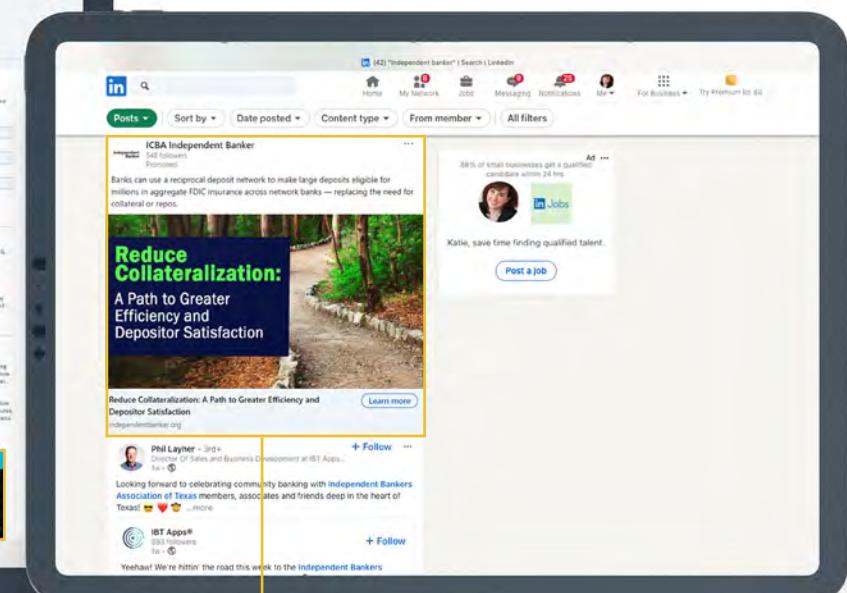
LANDING PAGE/  
ROADBLOCKED  
AD EXAMPLE



RECTANGLE/  
ROADBLOCKED  
AD EXAMPLE

[click to see an example](#)

4  
sponsors  
per  
month



LINKEDIN  
PROMOTIONAL  
CAMPAIGN