

# Thought Leadership

## Have Your Message Stand Out

Independent Banker offers several custom magazine extensions that are unique ways to share your brand or products.

### THE BIG IDEA

A unique opportunity to celebrate a new initiative, highlight a product launch, tell a story or share your best information with community bank leaders.

Independent Banker will help you develop and produce a customized 4-page advertorial supplement to be inserted into the issue of your choice, including the digital edition.



[click to see an example](#)

### GUEST EXPERT ADVERTORIALS

Highlight the expertise and the insights of your SMEs. Offer solutions to challenges or present a case study with our guest expertise advertorials. Published in 9 issues throughout the year, these specially designed special sections offer a variety of specific focuses from customer acquisition to lending to fintech innovation.

All design is included in the special rate, simply provide content, images and your company logo.



### WHITE PAPERS

Enhance your credibility by demonstrating how your business effectively navigates industry complexities through innovative products or solutions.

