Thought Leadership Opportunities

Nine special advertorial sections put your experts in front of community bank decision-makers: seven **Guest Experts** topic sections and two **Partner Spotlights** that tell your story through real bank partnerships, including December's members-only Corporate Member Showcase.

20,000+
community bank decision-makers reached monthly, led by presidents, CEOs and C-level staff

12,000+
opt-in digital subscribers, twice monthly

Turnkey from start to finish
You provide the copy, headshots and logo. *Independent Banker* handles all of the design and layout, so your section is publication-ready without extra work from your team.

Fit more than one section?
Many partners have expertise that spans several topics. Reserve multiple sections across the year and **frequency discounts apply**. Ask Amanda about building a package.

2027 CALENDAR AT A GLANCE

JAN | FEB | MAR | APR | MAY | JUN/JUL | AUG | SEP | OCT | NOV | DEC

Guest Experts Partner Spotlights

ISSUE	SECTION	RESERVE BY	MATERIALS
March	**Customer Acquisition** Bonus: marketing titles + ICBA LIVE	Jan 13	Jan 29
April	**Core Technology**	Feb 18	Mar 5
May	**Fraud Prevention**	Mar 18	Apr 2
June/July	**Lending** Bonus: non-member CEOs	Apr 16	May 3
August	**Partnering for Success** Bonus: non-member CEOs	Jun 18	Jul 6
September	**Compliance**	Jul 16	Aug 2
October	**Cybersecurity**	Aug 18	Sep 2
November	**Digital Banking** Bonus: bank technology titles	Sep 17	Oct 4
December	**Corporate Member Showcase** Members only Bonus: all non-member CEOs **Option 1 · Preferred Perspectives** for ICBA Preferred Service Providers **Option 2 · Corporate Member Spotlight** for all ICBA Corporate Members	Oct 18	Nov 2

All deadlines 2027. Bonus distribution goes beyond the issue's regular readership.

AD SIZES & MAIN COPY

Two-page spread	**700** words
Full page	**400** words
Half page (vertical)	**125** words

Showcase spreads are reserved for PSPs.

EVERY PLACEMENT INCLUDES

- High-resolution PDF of your advertorial
- Inclusion in the digital issue
- Copy proofreading, layout and design

WHAT WE NEED FROM YOU

- Headline (10 words), plus a 75-word challenge & solution*
- Headshot or image, 3.75" × 3" at 300 DPI
- Vector logo and contact info

*Not required for Partner Spotlights.

To learn more and reserve your space, contact
Amanda Myrick
651-675-7248 | amyrick@icbabanks.org

The 2027 sections

Reserve by the space deadline, then send copy and art by the materials deadline. Click any section to see how it ran in a past issue.

MARCH

Customer Acquisition

Marketing-focused issue: help banks attract and keep customers.

Bonus distribution: Bank marketing titles and ICBA LIVE

SPACE	MATERIALS
Jan 13, 2027	Jan 29, 2027

See the 2024 section →

APRIL

Core Technology

Runs beside editorial on emerging core technology.

SPACE	MATERIALS
Feb 18, 2027	Mar 5, 2027

See the 2026 section →

MAY

Fraud Prevention

Show how your solutions protect banks and their customers.

SPACE	MATERIALS
Mar 18, 2027	Apr 2, 2027

See the 2026 section →

JUNE/JULY

Lending

The only lending-focused issue of the year.

Bonus distribution: Non-member bank presidents and CEOs

SPACE	MATERIALS
Apr 16, 2027	May 3, 2027

See the 2026 section →

AUGUST

Partnering for Success

Budgeting issue: case studies of successful bank partnerships.

Bonus distribution: Non-member bank presidents and CEOs

SPACE	MATERIALS
Jun 18, 2027	Jul 6, 2027

See the 2026 section →

SEPTEMBER

Compliance

Regulation & Compliance issue: BSA/AML, risk and regulatory focus.

SPACE	MATERIALS
Jul 16, 2027	Aug 2, 2027

See the 2025 section →

OCTOBER

Cybersecurity

Cybersecurity Month: guide banks through rising threats.

SPACE	MATERIALS
Aug 18, 2027	Sep 2, 2027

See the 2026 section →

NOVEMBER

Digital Banking

Innovation issue: digital, payments, AI and fintech partnerships.

Bonus distribution: Bank technology titles

SPACE	MATERIALS
Sep 17, 2027	Oct 4, 2027

See the 2026 section →

DECEMBER

Corp. Member Showcase

Members only. Preferred Perspectives (PSPs) leads the section; **Corporate Member Spotlight** is open to all corporate members.

Bonus distribution: All non-member bank presidents and CEOs

SPACE	MATERIALS
Oct 18, 2027	Nov 2, 2027

See the 2025 section →

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