

Webinar Packages

Leverage the credibility of the ICBA *Independent Banker* brand while providing thought leadership and generating leads!

We'll partner with you to host a customizable, live webinar event and promote it on ICBA and *Independent Banker* channels, ensuring maximum exposure to decision-makers. Receive premier consulting, creative, hosting, lead gen reporting and a comprehensive promotional marketing campaign valued at more than \$20,000.

LIVE WEBINAR PACKAGES INCLUDE:

- eBlasts campaign to 10K + opt-in community bank leaders
- Promotion in ICBA NewsWatch Today and *Independent Banker* eNews
- Display ads on independentbanker.org
- 1/3 vertical print ad promoting your webinar in *Independent Banker* magazine
- Listing both pre and post event within *Independent Banker's* webinar event center
- Audience development, hosting, archiving and lead-generation reporting
- Custom trackable registration page link provided and social media promotion schedule included

INDEPENDENT BANKER'S TURNKEY 4-WEEK CAMPAIGN



PACKAGE RATES	LIVE WEBINAR	WEBCAM ENABLED WEBINAR	ON-DEMAND WEBINAR
Corporate Member Net Rate	\$9,950	\$11,550	\$5,550
Non-Member Net Rate	\$11,705	\$13,530	\$6,550