



# THE VALUE OF A MEDIA MIX

When an advertiser buys ads from both print and online versions of a media brand, the extra frequency is targeted to the most active and valuable part of the audience. The "Influentials" are the most active seekers of information and most loyal to both the print and online version of media.

**Magazine and the internet rank #1 and #2 in delivering the highest concentration of influential consumers.**

## What Happens When You Add Online to Your Print Buy?

- An integrated buy increases purchase intent by 56%
- An integrated buy increases brand favorability by 60%
- Adding online increases overall media buy impact by as much as 33%

Source: Online Publishers Associations' Dynamic Logic Research, 2009 and Ambroro.com, corp. 2010

## ICBA e-Newsletter Sponsorship Opportunities

Each ICBA e-newsletter offers three vertical banner spaces to sponsor (145 wide x 300 high) positioned prominently along the right-hand sidebar.

## Digital Material Specifications

**Format:** .GIF or .JPG, 1 pixel border required

**File Weight:** Maximum 30K

**Animation:** Recommend two-loop maximum for optimal results. Please indicate if using animation.

**URL:** Please provide a URL address to which you want the ad to link

**Materials due 2 weeks prior to Monday start date.**



These timely e-newsletters are requested and read by more than 40,000 community bank executives—and provide a great vehicle to promote your services!

### Reach Community Bank Decision-Makers Electronically

Reach your company's best customers and hot prospects via e-mail with breaking news delivered to the desks of community bank executives nationwide. ICBA offers three specific e-newsletters to ensure your message is widely seen and read!

#### ICBA *NewsWatch Today* (Daily)

Reach more than 40,000 community bank executives each weekday morning with the e-newsletter that highlights breaking community bank news, important updates and the latest industry trends and innovations.

#### ICBA *Washington Report* (Every Other Friday)

This e-newsletter delivers legislative and regulatory developments and the hottest compliance issues that help bankers stay current and competitive.

#### ICBA *Member Access* (Alternate Wednesdays)

This e-newsletter highlights ICBA member programs, professional development and profit-enhancing services for members' customers and communities.

### e-Newsletter Rates

#### ICBA *NewsWatch Today* (Daily, purchased in weekly increments)

Rail 1 and 2..... \$1500/week

Rail 3..... \$900/week

ICBA *Washington Report* (Every other Friday)..... \$450/day

ICBA *Member Access* (Alternating Wednesdays)..... \$450/day

These rates reflect ICBA Corporate Member net rates. Non-Corporate Member rates receive a 15% premium.

Call Rachael Solomon for availability at 612-336-9284