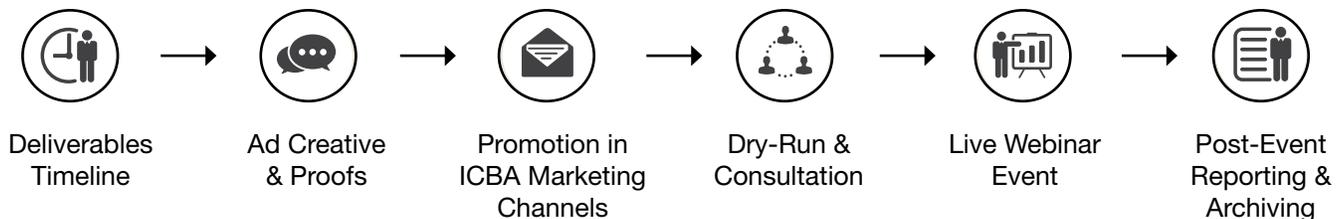


## Educate Bankers with Thought Leadership and Generate Leads!

Host a high quality webinar event targeting community bank decision-makers nationwide with a direct marketing program valued at \$20,000. Receive premier consulting, creative, hosting and lead gen reporting. Your company name will appear in all webinar registrations, confirmations, reminders, and post-event follow up. Leverage the credibility of the *IB* brand, audience and marketing channels to promote your key initiatives.

Provide great content from an educational perspective (PowerPoint) with your leading experts to present topical information and answer questions. Let community bankers know who should register and the benefits they will receive from attending this session.

### IB's Turnkey 4-Week Campaign:



### IB Webinar services include:

- Promotional materials created for all assets:
  - Two dedicated email blasts to 50k+ opt-in subscriber base
  - Banner ads in ICBA e-newsletters, *NWT* and *IBmag eNews*
  - Banner ads on ICBA websites, ICBA.org and IBmag.org
  - 1/3 page print ad in ICBA *Independent Banker*® magazine
- Links in *IB*'s Webinar Event Center and ICBA's Education Calendar
- Audience development, hosting, archiving and lead-generation reporting



### IB Webinar Stats:

- Avg. Registrants: 128
- Avg. Attendance Rate: 72%\*

\*National average attendance rate only 42%.

Corporate Member Rate:	Standard Rate:
\$7,700 (Net)	\$8,700 (Net)

