

Independent Banker

2027 MEDIA KIT

Partners Choose *Independent Banker* Because We Deliver Results!

Reach the community bank leaders who matter most.

Independent Banker is the only national publication solely dedicated to community bank decision-makers, and it's consistently ranked the number-one benefit of ICBA membership. When you advertise with us, your message lands in a trusted, high-authority environment where purchasing decisions get made.

THE STATS

95% Trusted Source
Readers view *Independent Banker* as a trusted source of information.

80% Relevant Solutions
Of members feel ICBA introduces them to relevant solutions/vendors

95% Relevant Content
Readers agree that we cover topics that matter to community bankers.

72% Prefer Print
Of readers prefer to receive a printed version monthly

94% Useful Information
Readers say our content is useful and provides enough depth.

65% Referenced Regularly
Of readers reference the print magazine regularly

A Trusted Environment: Readers view us as a relevant, useful, and trustworthy source of industry information.

Access to Hard-to-Reach Decision-Makers: We reach presidents, CEOs, C-level leaders, and senior staff at ICBA member banks.

A High-Value Niche: We serve one audience with focus and depth: community bank decision-makers.

Multi-Channel Programs: Print, e-newsletters, webinars, sponsored content, website, event sponsorships, and custom programs work together.

Full Buyer Journey Support: From awareness and credibility building through to education, engagement, and lead generation.

A Brand-Safe Setting: Your message appears alongside award-winning editorial and respected industry cover

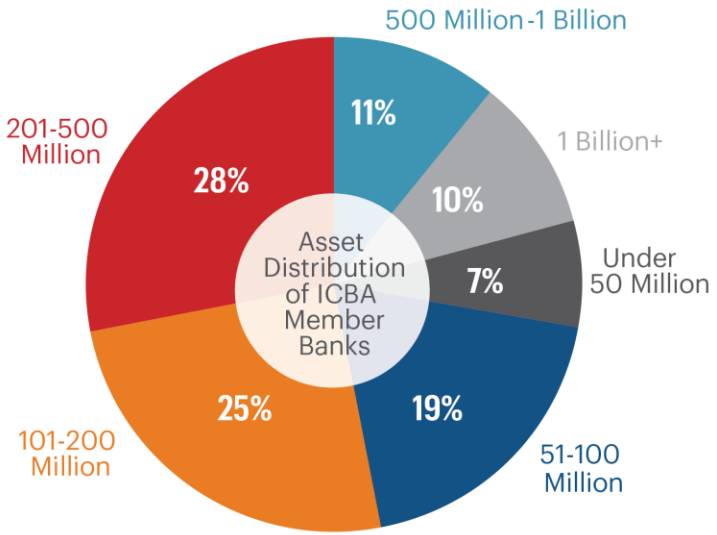
Audience Overview

Read by People Who Buy

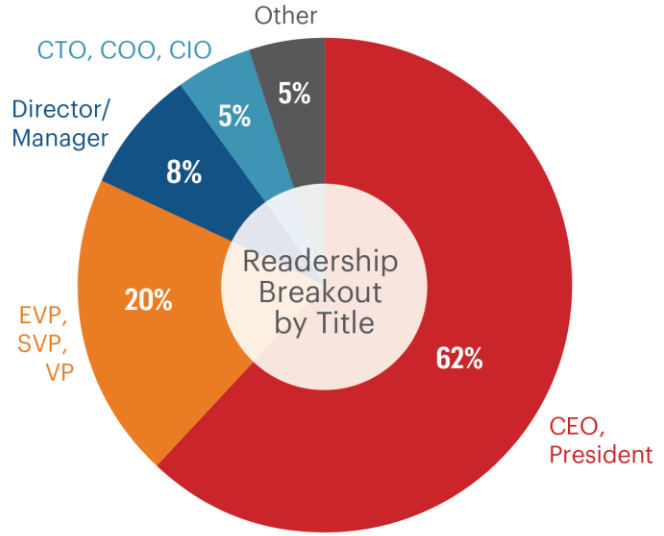
Independent Banker puts your brand directly in front of the leaders who control purchasing decisions, and it travels far once it arrives.

- Mailed directly to presidents, CEOs, and C-level staff at ICBA member community banks.
- Averaging 8,000 printed copies per issue, with a pass-along rate of three readers per subscriber: more than 20,000+ decision-makers reached monthly.
- Distributed digitally to an opt-in subscriber base of more than 12,000, twice monthly.

ASSET DISTRIBUTION



READERSHIP BY TITLE



PROFILE OF THE TYPICAL ICBA MEMBER BANK

Average assets:
710 Million

Average number of employees:
103 People

Average number of branches:
8 Locations

Collectively, ICBA Member Banks have:

$1.5 trillion in assets

$1.2 trillion in deposits

$4 trillion in loans to consumers, small businesses and agricultural communities

45,000 locations nationwide

Award Winning Capabilities at a Glance

The Top National Community Banking Magazine

Independent Banker connects you with community bank decision-makers across print, digital, and live experiences. Our integrated suite of products works together to move your prospects from awareness to action.



AWARDS & ACCOLADES

***Independent Banker* is recognized for editorial excellence**

TRENDY AWARDS

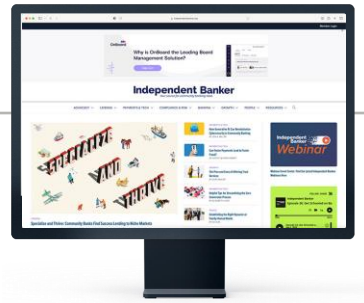
2025 Winner

Best Monthly Trade Association Magazine

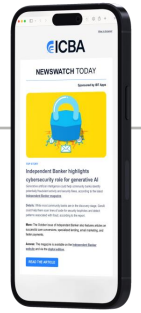
2024 Winner

Best Podcast and Best Monthly Trade Association Magazine

DIGITAL STRENGTH



E-NEWSLETTERS



WEBINAR PACKAGES



DOMINANT CONTENT MARKETING



BEST-IN-CLASS EVENTS



2027 Editorial Calendar

		AD CLOSE	ART DUE
JAN	**Community Bank CEO Outlook** Payments Trends, AI Tactics; Regulatory & Risk Outlook; Lending Outlook; Treasury Management; Data Privacy	NOV 18	DEC 7
FEB	**ICBA LIVE Preview** Fintech Solutions; Compliance Update; Minority-Owned Bank/CDFI Focus; Board Issues; Fraud Mitigation Strategies	DEC 15	JAN 7
MAR	**Marketing & Customer Acquisition** Cybersecurity Update; Retail Banking Trends; Marketing & AI; Customer Acquisition & Retention *Special Section: Guest Experts—Customer Acquisition* + *Bonus Distribution: Bank Marketing Titles, ICBA LIVE*	JAN 13	JAN 29
APR	**Advocacy** Community Banking Month/Bank Locally; SBA/Commercial Lending; Policy Outlook; Core Considerations; Recruitment & Retention Strategies • *Special Section: Guest Experts-—Core Technology*	FEB 18	MAR 5
MAY	**Fraud Prevention** Business Payments; Legal Services; Back-Office Technology; Vendor Management • *Special Section: Fraud Prevention*	MAR 18	APR 2
JUN/ JULY	**Lending** **40 Under 40: Community Bank Leaders**; Lending Trends (Consumer/Mortgage/Ag/Commercial); Succession Planning; Elder Fraud Prevention; Payments Trends *Special Section: Guest Experts-—Lending* + *Bonus Distribution: Non-Member Bank Presidents & CEOs*	APR 16	MAY 3
AUG	**Budgeting** CFO Perspectives; Regulatory Audit Update; Compensation & Benefits; Expense Saving; Financial Accounting & Reporting *Special Section: Partnering for Success* + *Bonus Distribution: Non-Member Bank Presidents & CEOs*	JUNE 18	JULY 6
SEP	**Compliance & Risk** **National Community Bank Service Awards**; Risk Management; Payment Strategies; Regulatory Compliance Focus; BSA and AML *Special Section: Guest Experts—Compliance*	JULY 16	AUG 2
OCT	**Cybersecurity** Check Fraud; Ransomware; Lending Niches; Wealth Management/Trusts; Core Considerations *Special Section: Guest Experts-—Cybersecurity Threats & Solutions*	AUG 18	SEP 2
NOV	**Digital Banking** Artificial Intelligence (AI); Fintech Partnerships; Data Strategy; Digital Experience *Special Section: Digital Banking* + *Bonus Distribution: Bank Technology Titles*	SEPT 17	OCT 4
DEC	**Best of 2027** **ICBA Corporate Member Directory**; Best Community Banks to Work For; Most-Read Articles of 2027; Year in Review *Bonus Distribution: All Non-Member Bank Presidents & CEOs*	OCT 18	NOV 2

In every Issue of Independent Banker—

COMPLIANCE, FRAUD, LENDING, INNOVATION, & AI



In a recent survey of ICBA Members, 72% of respondents indicated that *Independent Banker* is their preferred source for industry news and information!

Print: Run-of Book Advertising & Cover Extensions

RUN-OF-BOOK ADVERTISING

Best for: Awareness

Includes: Multiple ad sizes adjacent to award-winning editorial

Why It Works: Be known by the company you keep. Your ad runs front and center for an audience actively seeking industry resources and solutions.

Availability: Per issue



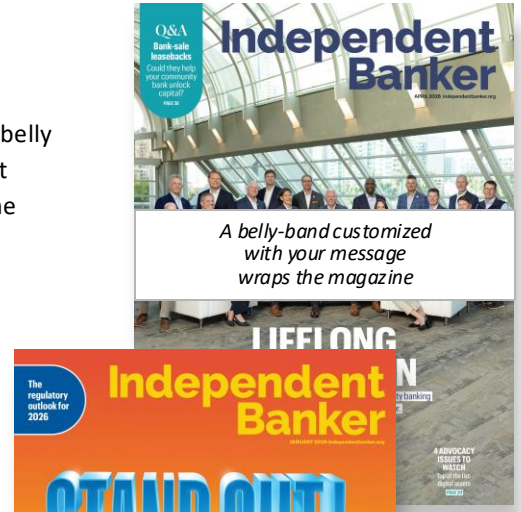
COVER EXTENSIONS

Best for: Awareness

Includes: Dot whack, cover curl, belly band, or tip-in insert on the most visible real estate in the magazine

Note: A full-page advertisement is required for all cover extensions. Call for pricing and details.

Availability:
Per issue, limited



A belly-band customized with your message wraps the magazine

Your customized message on a dot wack or a cover curl



Full Page



1/2 Vertical



1/2 Horizonal



1/3 Vertical

Print: The BIG Idea, Guest Expert Advertorials & White Papers

Make Your Message Stand Out

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

THE BIG IDEA

Best for: Launch or promoting a solution

Includes: A custom four-page advertorial supplement inserted into the issue of your choice, including the digital edition plus reprints

Why It Works: Celebrate a new initiative, highlight a product launch, or tell your story in depth to community bank leaders.

Availability: Per issue



GUEST EXPERT ADVERTORIALS

Best for: Thought leadership

Includes: Specially designed special sections in nine issues per year; all design is included. Provide content, images, and your company logo.

Why It Works: Highlight your subject matter experts and present solutions or case studies alongside topic-aligned editorial.

Availability: Nine issues per year



WHITE PAPERS

Best for: Thought leadership

Includes: Custom placement showcasing how your business navigates industry challenges through innovative products or solutions

Why It Works: Substantive, useful content enhances credibility and drives trust.

Availability: Per issue



Webinar Packages

Best for: Thought Leadership and Lead Gen

Includes:

- ✓ E-Blast campaign to 10,000-plus opt-in community bank leaders
- ✓ Promotion in ICBA *NewsWatch Today* and Independent Banker eNews
- ✓ Display ads on IndependentBanker.org
- ✓ Print ad in *Independent Banker* magazine
- ✓ Pre- and post-event listing in Independent Banker's webinar event center
- ✓ Audience development, hosting, archiving, and lead-generation reporting
- ✓ Custom trackable registration page and social media promotion schedule included

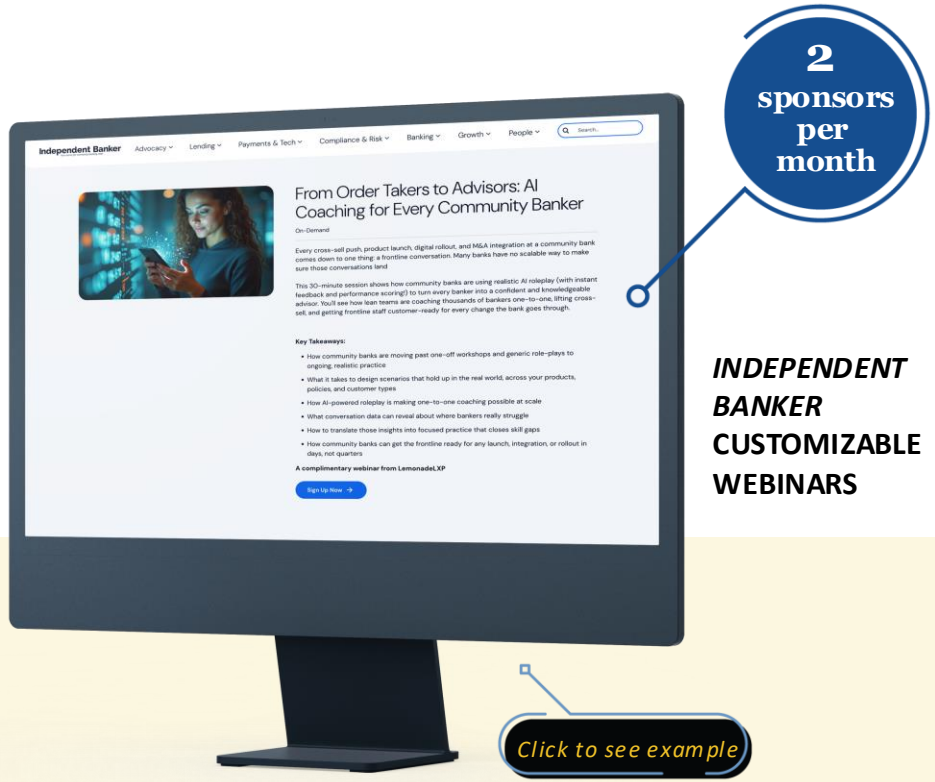
WHY IT WORKS

Leverage the credibility of the ICBA *Independent Banker* brand to generate high-quality leads. Package value exceeds $20,000.

TURNKEY 4-WEEK TIMELINE

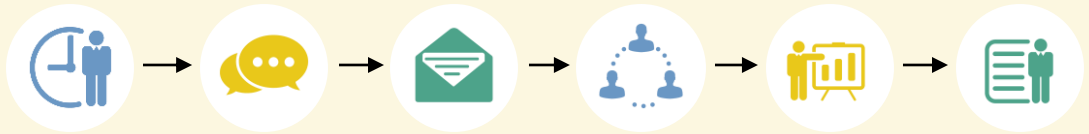
Materials approval; channel promotion; dry-run and consultation; live event; post-event reporting and archiving.

Availability: Two sponsored webinars per month



***INDEPENDENT BANKER* CUSTOMIZABLE WEBINARS**

Independent Banker's Turnkey 4-week Campaign



Deliverables Timeline → Ad Materials Created And Approved → Promotion in *Independent Banker* Marketing Channels → Dry-Run & Consultation → Live Webinar Event → Post-Event Reporting & Archiving

Innovation Hour

NEW for 2027!

Best for: Thought Leadership and Lead Gen

Includes:

- ✓ A focused 15-minute challenge/solution demo slot, one of three vendors in a single one-hour event
- ✓ Quarterly cadence with themed topics such as Fraud and Lending
- ✓ A moderated, professionally produced event built for seamless flow
- ✓ Promotion across ICBA *NewsWatch Today*, Independent Banker eNews, IndependentBanker.org, e-Blasts and social channels
- ✓ A sponsored content page with roadblock banner, video embed and teaser copy
- ✓ All registrant leads shared with participating sponsors, plus monthly and final performance summaries
- ✓ A branded MP4 of your demo for post-event use

Series Themes:

Q1: Technology

Q2: Fraud

Q3: Lending

Q4: AI

WHY IT WORKS

Innovation Hour puts your solution in front of a qualified, national audience of community bank decision-makers. Aligning your brand with ICBA Independent Banker's credibility positions your company as a thought leader while generating measurable leads and lasting visibility. At $4,995 per sponsor, the package pairs a live demo with 11-months of open-access content and full lead reporting.

TURNKEY TIMELINE

Reserve your slot and submit demo materials for review. Independent Banker handles promotion across its channels and community. A moderated dry run prepares presenters for a smooth delivery. Your team presents its 15-minute demo live during the one-hour event. Following the event, you receive lead reports, performance summaries and a branded MP4 for continued use.

Availability: Limited to three sponsors per quarter.

Ask the Experts

NEW for 2027!

Best for: Thought Leadership and Lead Gen

Ask the Experts (ATE) is a high-visibility video experience produced and distributed by *Independent Banker*. Each 20-to-30-minute pre-recorded session features one or two of your subject-matter experts in a relaxed, conversational format built to spotlight the ideas and initiatives that matter to community banking decision-makers.

Includes:

- A professionally produced 20-to-30-minute pre-recorded video with one or two of your experts, optionally moderated by *Independent Banker*
- Broadcast-quality recording delivered as a branded, evergreen MP4 file to reuse across your own channels
- A dedicated, co-branded article page on IndependentBanker.org with logo, hero image, CTA and supporting links
- One Partner e-blast to Independent Banker's qualified subscriber base plus promotion in ICBA *NewsWatch Today* and *Independent Banker* eNews
- A full listing on the Independent Banker Webinar portal, with registration and performance reporting

WHY IT WORKS

ATE puts your team in front of a qualified national audience of community banking leaders, aligning your brand with *Independent Banker's* editorial credibility to position you as a thought leader. It generates measurable leads and lasting visibility. *Independent Banker* handles production, hosting and promotion and hands you a reusable MP4 asset.

TURNKEY TIMELINE

Reserve your placement and confirm your experts, then join a pre-production interview and content review. *Independent Banker* records and produces your branded MP4, which launches gated on the Independent Banker webinar portal and is available for twelve-months, with registration data and performance summaries throughout.

Availability: Limited to a select number of partners per cycle to ensure premium placement and dedicated promotional support.



Sponsored Content Integrations:
Premium Sponsored Content or Video

Best for: **Thought Leadership and Lead Gen**

Includes:

- ✓ Homepage teaser with thumbnail image, headline, and excerpt
- ✓ Landing page on IndependentBanker.org with article or video, featured image, and CTA link
- ✓ Four display ads (one leaderboard, two rectangles, one mobile ad) at 100% share of voice
- ✓ Promotional campaign in ICBA *NewsWatch Today*, Independent Banker's bi-monthly newsletter, and LinkedIn
- ✓ Archived on IndependentBanker.org for one year from live date

WHY IT WORKS

Reach prospects where they are and put your thought leaders front and center.

Availability: Up to Four sponsors per month

4 sponsors per month

LANDING PAGE/ ROADBLOCKED AD EXAMPLE

RECTANGLE/ ROADBLOCKED AD EXAMPLE



Click to see example

LINKEDIN PROMOTIONAL CAMPAIGN

Sponsored Content Integrations:
Product Spotlight NEW

Best for: **Highlighting Solutions and Educating Prospects**

Includes:

- ✓ Sponsored Product Article Page on IndependentBanker.org, featuring a hero image, headline, subhead, 1,000-word article with embedded video, images and links, plus roadblocked banner
- ✓ Content call-outs on the Independent Banker homepage, linking to your article page
- ✓ Outbound promotional campaign including:
  - Promotional campaign in ICBA *NewsWatch Today*, *Independent Banker*'s bi-monthly newsletter, and LinkedIn
- ✓ Elevated positioning on the IndependentBanker.org

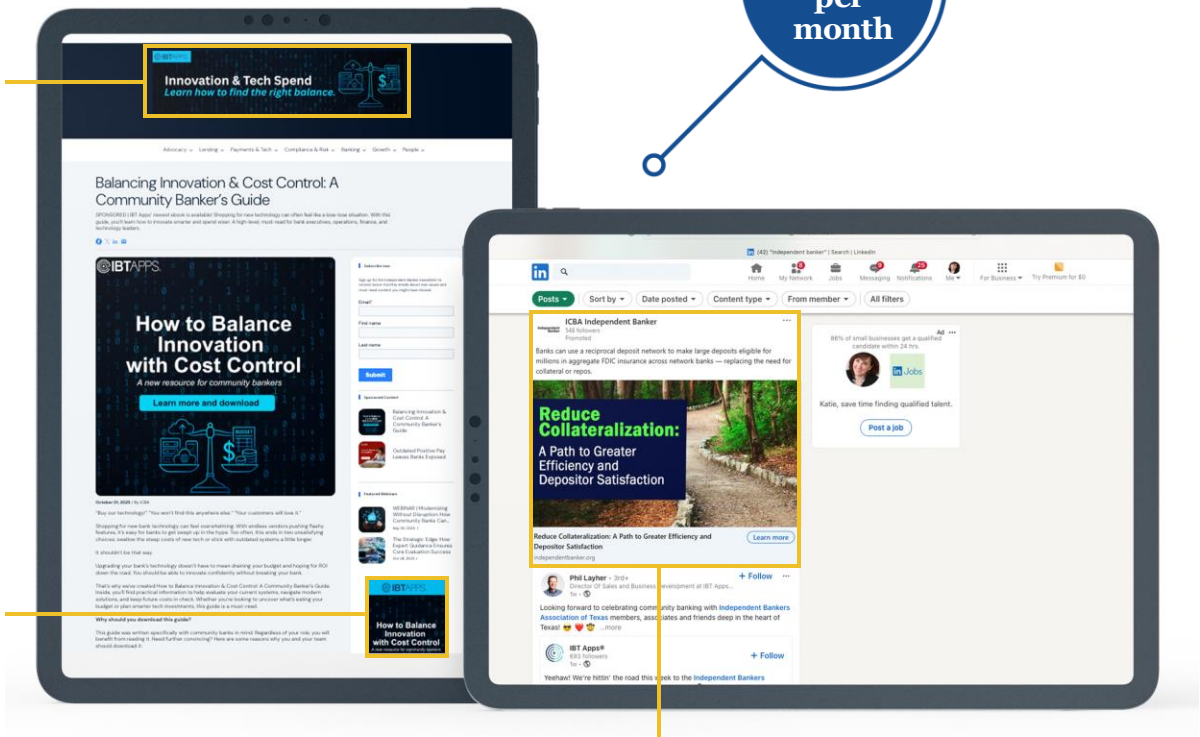
WHY IT WORKS

Put your product front and center, showcasing its value, features and problem-solving power to connect your brand with the decision-makers who matter most.

Availability: Up to four sponsors per month.

4 sponsors per month

LANDING PAGE/ ROADBLOCKED AD EXAMPLE



RECTANGLE/ ROADBLOCKED AD EXAMPLE

LINKEDIN PROMOTIONAL CAMPAIGN

Website Advertising: IndependentBanker.org

3 sponsors per month

Best for: Awareness

Includes:

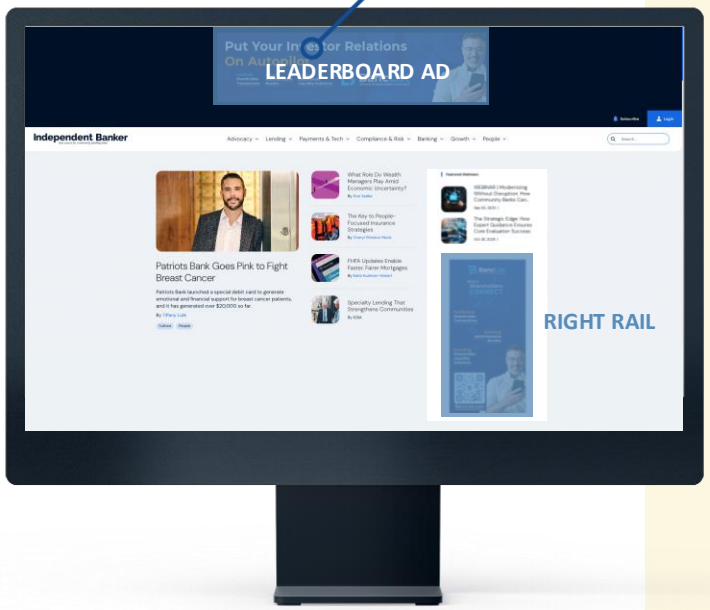
- Four rotating ads at a one-third share of voice; leaderboard and right-rail positions

Availability:
Three sponsors per month

BY THE NUMBERS

73%

of ICBA members accessed IndependentBanker.org; 50,000 plus average monthly impressions



Remarketing/Audience Extension

Best for: Traffic and Conversions

Includes

A continuous presence that reminds visitors who left *Independent Banker* without converting. Your message reappears across display networks and LinkedIn feeds, keeping your brand in front of the IT decision makers who matter most.

Boosted Conversion Rates

Most visitors don't convert on their first visit. Remarketing re-engages them with a well-timed reminder, turning earlier interest into measurable action.

Targeted Engagement

We use visitor data to serve display ads and LinkedIn posts to the people who already know your brand, increasing the likelihood of conversion.

Cost-Effective Marketing

By focusing spend on a highly targeted, engaged audience, remarketing delivers a stronger return on investment than traditional advertising.

Why It Works

When you follow up with visitors who've already shown interest, you convert more of them because your message reaches a warm, qualified audience across the channels they use every day.

Availability

Custom

Email Marketing:
NewsWatch Today & Banker's Dozen

DAILY E-ENEWSLETTER

ICBA *NewsWatch Today*®

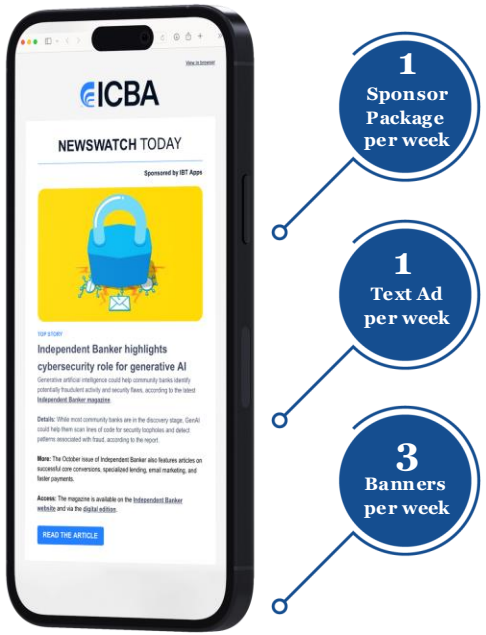
Best for: Awareness and leads

Subscriber Base: 45,000-plus daily

Placements:

- ✓ Sponsor Package (one per week): prominent call-out, 50 words of body copy with one link, and a banner ad
- ✓ Premium Text (one per week): 50 words of body copy plus a link
- ✓ Horizontal Banner Ads (three per week): 600 x 100px embedded in content

Availability: Weekly



MONTHLY E-NEWSLETTER

ICBA *Banker's Dozen*

Best for: Awareness and leads

Subscriber Base: 45,000-plus

Placements:

- ✓ Sponsor Package (one per week): prominent call-out, 50 words of body copy with one link, and a banner ad
- ✓ Premium Text (one per week): 50 words of body copy plus a link
- ✓ Horizontal Banner Ads (three per week): 600 x 100px embedded in content

Availability: Monthly



Email Marketing:
Independent Banker eNews & Insider e-Blast

TWICE MONTHLY E-NEWSLETTERS

Independent Banker eNews

Best for: Awareness and thought leadership

Subscriber Base: 12,000-plus, distributed twice monthly; each edition includes the current digital magazine plus web exclusives and trending content

Placements:

- Premium Package 1: one banner and text, plus a full-page "Cover Zero" ad in the digital edition
- Premium Package 2: 50 words of embedded text, a click URL, and one banner ad
- Experts Sponsored Post: 50 words of embedded text and a click URL
- Banner 3: a banner 3 ad and a click URL

Availability: Twice monthly



DEDICATED E-BLAST

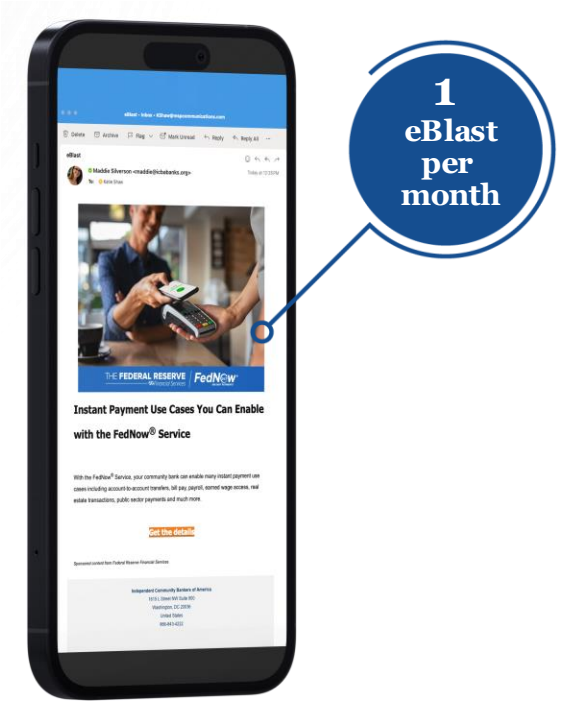
Insider e-Blast

Best for: Awareness and leads

Audience: 7,500-plus community bank leaders nationwide

Includes: A dedicated e-blast to share your expertise on products, services, and solutions that keep banks competitive

Availability: One e-blast per month, limited availability



Let's Build Your Custom Program, Today!

Every package in this deck is a starting point. Your goals are unique—your campaign should be, too.

Here's how we get started:

1. Tell us your objective, audience, and timeline.
2. We'll recommend the right mix of tactics.
3. Our team builds a customized proposal at your target investment level.

We specialize in powerful brand integrations, strategic content, and engagement programs. Let us help you elevate your business and drive real results with community bank decision-makers.

—Amanda Myrick

CONTACT

Amanda Myrick
National Advertising & Sponsorship Marketing
ICBA *Independent Banker*, Digital Media & Sponsorships
651-675-7248 | amyrick@icbabanks.org

Matt Kusilek
Publisher, National Sales & Marketing
ICBA *Independent Banker*, Digital Media & Sponsorships
612-336-9284 | matt@icbabanks.org

Independent Banker ICBA