



Guest Experts: Innovation

Your innovative solutions are key to helping community banks grow and compete! Take this opportunity to share how your solutions can help them get to the next level. This special advertorial section will appear in the popular June issue of *Independent Banker*—40 Under 40: Emerging Community Bank Leaders.

CHALLENGE/SOLUTION FORMAT:

1. State the challenge & solution.
 - A. Name a challenge community banks are facing
 - B. Summarize your company's solution
2. Highlight the benefits of your company's product or service:
 - A. Use case studies and/or testimonials
 - B. Offer concrete details on how your solution works
 - C. Emphasize the impact your solution can make for community banks
3. Include an image to support your message (headshot, stock photo, chart, etc.)
4. Share contact information (Name, email, phone, website)

ADDED VALUE INCLUDES:

- High-resolution PDF of your advertorial to use internally
- Inclusion in the digital issue of *Independent Banker*
- Bonus distribution to community bank marketing titles
- Promotion for the section will run in ICBA's daily newsletter, *NewsWatch Today*

RATES

Size	Corporate Member	Non-Member
TWO-PAGE SPREAD	\$8,500	\$10,000
FULL PAGE	\$5,600	\$6,650
HALF PAGE (vertical)	\$3,975	\$4,571

GUEST EXPERTS Innovation

New Product and Service Showcase

The special advertorial section will feature innovative products and solutions that are helping community banks prosper in the ever-changing financial industry.

Explore this section and learn how our industry partners' innovative offerings can boost your community bank's success!

Independent Banker

GUEST EXPERTS Innovation

BeCyberSmart with Dell Technologies

Today's threat landscape is constantly evolving. To stay ahead, you need a comprehensive security solution that can protect your data and systems from cyber threats. Dell Technologies offers a range of solutions that can help you protect your data and systems from cyber threats.

Throughout the past several years, Dell Technologies has been a leader in providing innovative solutions for community banks. Our solutions are designed to help you protect your data and systems from cyber threats, and our experts are available to help you choose the right solution for your bank.

DELL TECHNOLOGIES SUPPORTS APPROACHES THAT ARE INTELLECTUAL, PROGRESSIVE AND BUILT INTO THE INFRASTRUCTURE. IT AFFIRMS AND REINFORCES THAT OUR CUSTOMERS ARE THE CENTER OF OUR BUSINESS.

For more information, contact your Dell Technologies account manager or visit www.dell.com.

DELL Technologies
delltechnologies.com

GUEST EXPERTS Innovation

Innovating Where it Counts for your Community Cardholders

Cardholders are the lifeblood of any community bank. To ensure they have the best possible experience, you need innovative solutions that can help you manage your cardholder relationships more effectively. FIS offers a range of solutions that can help you do this.

FIS is the only provider of the global address book for the most comprehensive cardholder data management solution in the world. Our solutions help you manage your cardholder data more effectively, and our experts are available to help you choose the right solution for your bank.

FIS
invision@fisglobal.com
877.776.2759 • FisGlobal.com/en

DELIVERABLES & SPECIFICATIONS

Headline/title: 10 words max

Challenge & Solution: 75 words (combined) max

Main Copy: Lowercase headlines. Please use multiple paragraphs, and bulleted/numbered lists sparingly.

- Two-page Spread: **700** words
- Full Page: **400** words
- Half Page: **125** words

Contact Info: name & title, email, phone, URL

Image Size: 3.75"W x 3"H; Image must be 300DPI at 100% of print size

Logo: Vector/.ai format; file must be 300DPI at 100% of print size

JUNE 2024 ISSUE
Space Reservation Due: April 18th, 2024
Ad Materials Due: May 3rd, 2024

To learn more and reserve your space:
Contact: Matt Kusilek
612-336-9284 • matt@icbabanks.org