



ADVERTISING OPPORTUNITIES

***Our readers represent banks of all sizes and from all sectors of the industry.
Our audience is targeted—you know your ad is getting to the right people.***

Digital Publications

Education Connection: Monthly email to bank decision-makers, education coordinators, and bankers interested in furthering their careers through ongoing education.

- List Size: 580+
- Distributed via Constant Contact

Regulatory Spotlight: Monthly email & PDF packet sent to IBA & ICBA board members, banking advocates and banking regulators.

- List Size: 110+
- Distributed via direct email from IBA President

Legislative E-Bulletin: Semi-weekly newsletter sent during the Idaho legislative session, approximately 5-9 emails sent per session.

- List Size: 540+
- Distributed via Constant Contact

**All annual Digital Publication ad purchases include 2 social media posts (Facebook, LinkedIn or Twitter)
The IBA has 2,200+ Followers across all 3 platforms!*

Annual Publications

Membership Directory: Distributed annually in January to all of our members, advertising in our directory is a great way to keep your company's name in front of our membership all year long!

- Potential reach: 1,000+
- Distributed in person at events throughout the year, and distributed digitally via Constant Contact, social media & the IBA website.

Annual Report: Distributed annually in June, this report puts vital banking contacts at the fingertips of our members. Used by bank presidents and CEOs as well as other bank personnel, our report also includes detailed information about our associate members, government resources and the association.

- Potential reach: 1,000+
- Distributed in person at events throughout the year, and distributed digitally via Constant Contact & the IBA website.

IBA Website

The IBA website provides access to member benefits, association resources, legislative updates and news, and event information and registration. It is the hub of activity for our members and prospective members!

- Traffic:
- Average website engagement time:

COMING SOON

**THE IBA WEBSITE IS CURRENTLY BEING UPDATED
TO MAKE IT BETTER THAN EVER FOR OUR MEMBERS**

***INTERESTED IN BEING FEATURED IN ALL OF OUR DIGITAL PUBLICATIONS,
ANNUAL PUBLICATIONS AND THE IBA WEBSITE?***

**Reach out Beny Ward about becoming a Gold or Platinum Associate Member -
bward@idahobankers.org or 208-506-7043**

ADVERTISING OPPORTUNITIES

COMPANY INFORMATION

Name of Advertiser: _____

Address: _____

City, State, Zip: _____

Contact: _____

Phone: _____

Email: _____

Digital Publications	Ad Size	Cost	Total
Education Connection (<i>Top of email</i>)	970 x 250	\$100 per month/\$1,000 for year	
Education Connection (<i>Bottom of email</i>)	970 x 250	\$80 per month/\$800 for year	
Regulatory Spotlight (<i>PDF - top of 1st page</i>)	8.5" x 1"	\$50 per month/\$500 for year	
Legislative E-Bulletin (<i>Top of email</i>)	970 x 250	\$100 per email/\$1,000 for year	
Legislative E-Bulletin (<i>Bottom of email</i>)	970 x 250	\$80 per email/\$800 for year	

All annual digital publication ad purchases include 2 social media posts (Facebook, LinkedIn or Twitter) - The IBA has 2,200+ Followers across all 3 platforms!

Annual Publications	Ad Size	Cost	Total
Membership Directory	8.5" x 11"	\$350	
Annual Report	8.5" x 11"	\$350	

Interested in prime ad space in our annual publications? Become a Gold or Platinum Associate Member and get first right of refusal for the inside front cover or inside back cover!

IBA Website	Ad Size	Cost	Total
Home page (<i>Billboard</i>)	970 x 250	\$500 per month	
Home page (<i>Leaderboard</i>)	728 x 90	\$200 per month	
All other pages (<i>Leaderboard</i>)	728 x 90	Variable, depending on page	

COMING SOON

Questions? Contact Beny with the IBA - bward@idahobankers.org or **208-506-7043**

Please select payment:

☐ Payment is enclosed (*checks payable to: IBA*) ☐ Please invoice me.

- Account balance is due in full prior to launching of the ad.
- All materials will be reviewed for acceptability, and IBA reserves the right to refuse any advertisement.
- Position of advertisements is at the discretion of IBA, unless premium position has specifically been contracted.
- Advertisers assume liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the IBA from any claim or action based on the content of a published advertisement.
- Order is non-cancelable. In the event that an advertisement is not launched for any reason, a refund will be given. If there is a problem with an ad, such as late distribution, or quality that is the IBA's fault, a make-good will be given.
- IBA reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to IBA error.
- The IBA reserves the right to place the word "advertisement" with any copy that is deemed not to be an article.

Signature: _____

Date: _____