

SPONSORSHIP & ADVERTISING OPPORTUNITIES 2024



IOWA BANKERS
ASSOCIATION



2024

Maximize Your Company's Visibility

The Iowa Bankers Association holds multiple events geared toward bankers you want to reach. Get to know your potential clients and/or build on your current relationships at our many conferences, golf outings, schools, trainings and annual convention.

All opportunities are exclusively for IBA associate members. Member dues are \$1,250 per year for associate members and \$1,750 for financial associate members.

Maximize Your Marketing Plan

Any associate member that commits to \$20,000 or more in sponsorships/ advertising for the year will be given these added benefits:

- One hard copy mailing per year to all IBA membership
- One article per year in Iowa Bankers Exchange magazine
- One email promotion per year of an event, webinar or educational opportunity

If you are interested in sponsoring any of the following, please contact:



SUSAN RICHARDS

Member Services Coordinator

✉ srichards@iowabankers.com

☎ 515-286-4225



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2024 IBA EVENTS

January

JAN.-OCT.

Leaders in Advocacy

7-9

Mid-Winter Management

February

FEB.-JUNE

Leadership Institute

6-7

Management & Policy
Conference

March

4-8

Consumer Credit School

18-19

Agriculture Conference

26

Bankers Day on the Hill

April

9-10

Fusion Conference
(HR/Marketing)

9-10

Deposit Operations
Compliance School

May

6-9

Lending Compliance School

7

Virtual Regional Meeting

13-15; 20-22

Regional Golf Outings

June

3-7

Ag Credit School

9-14

Iowa School of Banking

11-13

Capitol Hill Visit

25

Women in Banking Forum

27

Compliance School Alumni
Update

JUNE-AUG.

Internship Program

July

29

Chairman's Cup

August

7

Next Gen Forum

September

15-17

Annual Convention

SEPT. 30-OCT. 4

Commercial Lending School

October

TBD

Intro to Commercial Lending
School

22-23

Technology Conference

November

13-14

Compliance Conference

***Event dates and locations are subject to change. Please visit the IBA website for updates.**

CONFERENCES

Mid-Winter Management Conference

JANUARY 7-9, 2024 | 30+ Bank CEOs & Senior Level Staff

Pines Lodge, Beaver Creek, Colorado

Platinum Sponsor.....\$5,000

- Recognition as platinum sponsor
- Verbal and sign recognition
- Recognition at reception
- Includes two attendees

Dinner Sponsor.....\$3,000

- Recognition as Monday dinner sponsor
- Verbal and sign recognition
- Includes one attendee

Gold Sponsor.....\$1,500

- Recognition as gold sponsor
- Verbal and sign recognition
- Includes one attendee

JANUARY 12-14, 2025

Hyatt Regency Indian Wells & Spa, Indian Wells, California

Welcome Reception & Shots in the Dark Sponsor.....\$7,500 ea.

- Recognition for sponsoring opening reception
- Verbal and sign recognition at conference
- May provide a flyer to be included in attendee packets
- Includes one attendee

Golf Sponsor (4).....\$2,500 ea.

- Recognition for sponsoring drink tickets, golf carts and score cards
- Verbal and sign recognition at conference
- May provide a flyer to be included in attendee packets
- Includes one attendee

Gold Sponsor (5).....\$1,500 ea.

- Verbal and sign recognition at conference
- May provide a flyer to be included in attendee packets
- Includes one attendee

Management & Policy Conference

FEBRUARY 6-7 | 100+ Bankers

Embassy Suites, Des Moines, Iowa

Gold Sponsor.....\$1,500 ea.

- Recognition for sponsoring breaks
- Includes two attendees

Breakfast Sponsor (2).....\$1,750 ea.

- Includes two attendees

Lunch Sponsor (1).....\$2,000

- Includes two attendees

Legislative Reception (2).....\$2,000 ea.

- Includes two attendees

Speaker Sponsor (2).....\$2,000 ea.

- Includes two attendees

Ag Bankers Conference

MARCH 18-19 | 200+ Bankers

Gateway Hotel & Conference Center, Ames, Iowa

Continental Breakfast Sponsor (2).....\$1,000 ea.

- Includes one attendee

Break Sponsor (3).....\$1,000 ea.

- Includes one attendee

Lunch Sponsor (1).....\$1,500

- Includes one attendee

Speaker Sponsor (2).....\$2,500 ea.

- Includes one attendee

Monday Reception Sponsor (2).....\$1,500 ea.

- Includes one attendee

Exhibitor Table Sponsor (6).....\$800 ea.

- Includes two attendees

Fusion Conference (HR/Marketing)

APRIL 9-10 | 140 Bankers

Sheraton, West Des Moines, Iowa

- Platinum Sponsor**.....\$2,000
 - Recognition as platinum sponsor
 - Verbal and sign recognition
 - Recognition for sponsoring reception
 - Includes exhibitor table
- Gold Sponsor**.....\$1,500
 - Recognition as gold sponsor
 - Verbal and sign recognition
 - Includes exhibitor table
- Silver Sponsor**.....\$500 ea.
 - Recognition as silver sponsor
 - Verbal and sign recognition
- Exhibitor Table**.....\$600 ea.
 - Includes two attendees

Women in Banking Forum

JUNE 25 | 250 Bankers

Sheraton, West Des Moines, Iowa

- Platinum Sponsor**.....\$5,000
 - Includes five attendees
 - Recognition as platinum sponsor
 - Verbal and sign recognition
 - Recognition at early attendee reception
- Gold Sponsor**.....\$2,000 ea.
 - Includes two attendees
 - Signage at event and logo on final program
- Gift Sponsor**.....\$3,000
 - Signage at event and logo on gift

Next Gen Forum

AUGUST 7 | 140 Bankers

Marriott, West Des Moines, Iowa

- Gold Sponsor**.....\$1,000 ea.
 - Includes one attendee
 - Logo on tabletop sign, on custom event sign and in final program
- Lunch Sponsor (2)**.....\$2,000 ea.
 - Includes two attendees
 - Logo on all signage, in final program and verbal recognition at lunch

Technology Conference

OCTOBER 22-23 | 100 Bankers

Holiday Inn-Airport Conference Center, Des Moines, Iowa

- Exhibitor Table (30)**.....\$1,000 ea.
 - Includes two attendees
- Continental Breakfast Sponsor**.....\$1,000
 - Includes one attendee
 - Verbal and sign recognition
- Break Sponsor (2)**.....\$1,000 ea.
 - Includes one attendee
 - Verbal and sign recognition
- Lunch Sponsor (2)**.....\$1,500 ea.
 - Includes one attendee
 - Verbal and sign recognition
- Reception Sponsor**.....\$1,500
 - Includes one attendee
 - Verbal and sign recognition
- Breakfast Sponsor**.....\$1,250
 - Includes one attendee
 - Verbal and sign recognition

Compliance Conference

NOVEMBER 13-14 | 200+ Bankers

Holiday Inn, Des Moines, Iowa

- Exhibitor Table (10)**.....\$600 ea.
 - Includes two attendees
- Continental Breakfast Sponsor (2)**.....\$1,000 ea.
 - Includes exhibitor table
 - Includes two attendees
 - Verbal and sign recognition
- Break Sponsor (3)**.....\$1,000 ea.
 - Includes exhibitor table
 - Includes two attendees
 - Verbal and sign recognition
- Lunch Sponsor (2)**.....\$1,200 ea.
 - Includes exhibitor table
 - Includes two attendees
 - Verbal and sign recognition
- Reception Sponsor**.....\$1,200
 - Includes exhibitor table
 - Includes two attendees
 - Verbal and sign recognition

GOLF OUTING SPONSORSHIPS

IBA Regional Golf Outings

MAY 13-15, 20-22 | 70 Bankers per Meeting (600 TOTAL)

Golf registration not included in sponsorship.

GOLD SPONSOR

\$1,200 for all six locations

- Verbal and sign recognition at each event
- Recognition for sponsoring drink tickets, meals and awards
- Recognition for sponsoring flight and door prizes

HOLE SPONSOR

\$2,200 for all six locations (18)

- Representatives from sponsoring organizations staff a hole and interact with golfers throughout the day
- Verbal and sign recognition
- Recognition as flag event prize sponsor
- Sponsorship includes lunch and awards dinner for your representatives (up to 3)

Chairman's Cup

JULY 29 | 140 Bankers

Glen Oaks Country Club, West Des Moines, Iowa

Must be a sponsor to golf. All sponsorships include one golfer; \$2,200 and above sponsorships include two golfers.

Hole & Registration Gift Sponsor (18).....\$2,000 ea.

- Includes one golfer and up to 3 hole staff (lunch and beverage provided to hole staff)
- Dinner provided for hole staff

Awards Reception & Dinner Sponsor (3).....\$2,000 ea.

Beverage Cart Sponsor (2).....\$2,500 ea.

Breakfast Sponsor (2).....\$1,200 ea.

Box Lunch Sponsor (includes logo on lunch bag).....\$5,000

Championship Cash Flight Prizes.....\$2,500

Golf Glove Sponsor.....\$3,000

Raffle Prize Sponsor.....\$2,500 ea.

Trophy Sponsor.....\$1,800

Bronze Co-Sponsorship of Outing (6).....\$800 ea.

NORTHEAST

May 13

Beaver Hills Country Club
Cedar Falls

EAST

May 14

Finkbine Golf Course
Iowa City

SOUTHEAST

May 15

Riverside Casino & Golf Resort
Riverside

NORTHWEST

May 20

Spencer Golf and Country Club
Spencer

SOUTHWEST

May 21

Lake Panorama National Resort
Panora

CENTRAL

May 22

Briarwood Golf Club
Ankeny

***If you or anyone from your company would like to golf at the events listed, please visit the IBA website for registration details.**

First right of refusal is given to the previous year's sponsor until Feb. 15, 2024. If the previous year's sponsor has not committed to that sponsorship package by Feb. 15, then it is open to any potential sponsor.

SCHOOL SPONSORSHIPS

Bank Leadership Institute

FEBRUARY-JUNE | 25 Bankers

May also attend the day of the institute

- Platinum Sponsor.....\$3,000
- Bank Leadership Dinner Sponsor (5).....\$600 ea.
- Fun Sponsor.....\$600 ea.

Consumer Credit School

MARCH 4-8 | 40 Bankers

Ankeny, Iowa

- Dinner Sponsor.....\$1,000
- Room Drop Sponsor.....Price Varies

Deposit Operations Compliance School

APRIL 9-10 | 60 Bankers

West Des Moines, Iowa

- Dinner Sponsor.....\$1,000
- Room Drop Sponsor.....Price Varies

Lending Compliance School

MAY 6-9 | 60 Bankers

West Des Moines, Iowa

- Dinner Sponsor.....\$1,000
- Room Drop Sponsor.....Price Varies

Ag Credit School

JUNE 3-7 | 90 Bankers

Ankeny, Iowa

- Lunch Sponsor (3).....\$1,000 ea.
- Breakfast & Break Sponsor (3).....\$750 ea.

Iowa School of Banking

JUNE 9-14 | 80 Bankers

West Des Moines, Iowa

- Dinner Sponsor.....\$1,000
- Student Shirt Sponsor.....\$1,500
- Room Drop Sponsor.....Price Varies
- Break Sponsor.....\$1,000

Internship Program

SUMMER 2024

- Lunch Sponsor (3).....\$1,000 ea.
- Speaker Sponsor (3).....\$500 ea.

Commercial Lending School

SEPTEMBER 30 - OCTOBER 4 | 40 Bankers

Ankeny, Iowa

- Dinner Sponsor.....\$1,000
- Room Drop Sponsor.....Price Varies

Intro to Commercial Lending School

TBD | 50 Bankers

Cedar Rapids, Iowa

- Dinner Sponsor.....\$1,000
- Room Drop Sponsor.....Price Varies

*All dinner sponsorships include: logo on signage, one attendee and an introduction during dinner.

*Shirt sponsorship includes: logo on the shirt and may have one attendee the day the shirts are handed out.

ADVOCACY SPONSORSHIPS

Capitol Hill Visit

JUNE 11-13 | 30 Bankers

The Willard Intercontinental, Washington, D.C.

Sponsorships help underwrite the cost for each of the six regional IBA secretaries or chairs to go to Washington.

Program Sponsor.....\$1,000 ea.

- Verbal recognition and logo in program
- Recognition for sponsoring dinners and receptions

Legislative Advocate Sponsor (2).....\$7,500 ea.

- Verbal and sign recognition at the six IBA Regional Golf Outings
- One registration for Capitol Hill Visit
- One registration to each of the six Regional Golf Outings
- Recognition in Exchange Magazine, Regional Meeting/Golf Outing registrations and the final program for Capitol Hill Visit

Leaders in Advocacy

JANUARY-OCTOBER | 12 Bankers

Location TBD

Program Sponsor.....\$2,500

- Recognition at all Leaders in Advocacy meetings
- Option to give *hot topic* presentation
- Acknowledgment at class recognition program for sponsorship of award and lunch
- May send one attendee to class recognition program

SEMINAR SPONSORSHIPS

THIS IS A GOLD SPONSORSHIP
(\$1,000 PER SEMINAR) THAT INCLUDES:

- A logo on the brochures
- A sign at the events
- Verbal recognition at the events
- Promotional table staffed by one attendee at the event

The options are below and there is only one sponsor per seminar.

IRA Essentials

MARCH 12-14 | 100 Bankers

March 12 – King’s Pointe, Storm Lake

March 13 – Iowa Bankers Association, Johnston

March 14 – Raddison, Cedar Rapids

Call Report Preparation

MAY 2 | 70 Bankers

May 2 – Iowa Bankers Association, Johnston

ACH Processing and Compliance Seminar

MAY 21-22 | 150 Bankers

May 21 – Hilton Garden Inn, Cedar Rapids

May 22 – Iowa Bankers Association, Johnston

Two-Day Real Estate

AUGUST 12-15 | 150 Bankers

August 12-13 – Cedar Rapids

August 14-15 – Sheraton, West Des Moines

Iowa Lending Law

OCTOBER TBD | 200 Bankers

One location

Bank Security Management

OCTOBER TBD | 110 Bankers

Two locations

Deposit Account Administration

OCTOBER TBD | 200 Bankers

Two locations

BSA/AML Seminar

NOVEMBER TBD | 225 Bankers

Two locations

Advanced IRA Seminar

NOVEMBER TBD | 100 Bankers

TBD – King’s Pointe, Storm Lake

TBD – Iowa Bankers Association, Johnston

TBD – Marriott, Cedar Rapids

ANNUAL SPONSORSHIPS

IBA Salary Survey

The IBA Salary Survey gathers and aggregates important benefits information from banks across the state to help them with setting budgets, salary adjustments, new hire salaries and benefits packages. The survey is sent out each April, and 124 banks participated in 2023.

2024 IBA Salary Survey Sponsor.....\$1,500

- Sponsor’s logo will appear on the front and throughout the survey
- Optional textbox on the front of the survey for the sponsor’s ad or short company description (approximately 4 by 2 inches)
- Sponsorship recognition on the invite to participate in the salary survey that goes to all IBA bank members, including CEO, HR, EVP and potentially the board of directors
- Sponsor receives free online subscription to the salary survey for the year



Lanyard Sponsor

Have your logo included with IBA logo on 2,000 lanyards that will be used at events throughout the year, including convention, conferences, schools and more.

2024 Lanyard Sponsor.....\$5,000

Peer Group Sponsorship

Sponsor.....Price Varies

Contact [Susan Richards](mailto:srichards@iowabankers.com) at srichards@iowabankers.com for specific peer group sponsorship opportunities.

- Advocacy
- Bank Marketing
- CFO
- Compliance
- Human Resources
- Internal Audit
- Technology
- Senior/CEO

Convention Sponsorship Packages

Benefits	Platinum Sponsor <i>(see package for price and benefits)</i>	Gold Sponsor \$4,500	Silver Booth \$2,500	Standard Booth \$1,500
1/4-page ad in convention final program	✓			
Recognition in Exchange	✓			
Logo on inside cover of final program	✓			
Recognition as gold or platinum sponsor on signage at convention	✓	✓		
Premium booth location	Middle aisle booth	Middle aisle booth	Booth near silent auction	
Recognition in sponsor section of IBAConvention.com	Logo and Link	Link	Link	
Logo in sponsor section of the final program	✓	✓	✓	
Three convention registrations	✓	✓	✓	✓
Listing in exhibitor section of the final program	✓	✓	✓	✓
Link on exhibitor section of IBAConvention.com	✓	✓	✓	✓
Convention attendee lists	✓	✓	✓	✓
Recognition in preliminary program distributed to over 1,000 bankers	✓	✓	✓	✓

PLATINUM SPONSOR – NO BOOTH

You can choose to purchase a platinum sponsorship and forgo having a booth space. This will give you the option to have 6 total registrations (3 more than with a booth) or \$1,000 off the total price of the sponsorship package.

PLATINUM SPONSOR PACKAGES

Targeted marketing provides you with the exclusive opportunity to visibly reinforce your support of Iowa banks and attach yourself to a custom convention event or area. By supporting one of the opportunities listed on the next page, you will have a chance to interact and represent yourself to over 300 Iowa bankers in a fun and unique way.

All packages also include benefits listed as platinum. First right of refusal is given to the previous year's sponsor until Feb. 15, 2024. If the previous year's sponsor has not committed to that sponsorship package by Feb. 15, then it is open to any potential sponsor.

PLATINUM SPONSOR PACKAGE OPTIONS

Opening Keynote Speaker (2).....\$6,000 ea.

The IBA brings only the highest caliber of speakers as keynotes for our annual convention. Past keynote speakers have included Mike Pompeo, Tucker Carlson, Donna Brazile, Gen. Barry McCaffrey, Bob Beckel and Cal Thomas.

- Logo next to speaker listing in final program and on screens in general session room
- Verbal recognition at event
- Signage outside general session recognizing sponsor

Closing Keynote Speaker.....\$10,000

The IBA Convention always ends on an inspiring and powerful note, and your company can be a part of that by sponsoring the closing speaker. Past closing speakers have included Marcus Luttrell, former Navy Seal; Richard Picciotto, New York Fire Department; and Kirk Lippold, U.S. Navy Commander of the USS Cole.

- Logo next to speaker listing in final program and on screens in general session room
- Verbal recognition at event
- Signage outside general session recognizing sponsor

Welcome Gift (2).....\$6,000 ea.

Provide convention welcome gift for banker attendees and handout at your booth.

- Logo on welcome gift

Emerging Leaders (3).....\$5,000 ea.

Provide convention registration to the next generation of bank CEOs and leadership by sponsoring the Emerging Leaders program, graduates of the IBA Bank Leadership Institute, the Iowa School of Banking and Leaders in Advocacy.

- Logo next to Emerging Leaders listing in final program, on Emerging Leaders ribbons, and signage at Emerging Leaders lounge
- Access to Emerging Leaders lounge to network with participants
- Logo on Emerging Leaders prize giveaway form. Participants will be required to visit your booth to be eligible for the grand prize.
- Verbal recognition in general session
- Gift recognition

Legislative Symposium.....\$6,000

The Legislative Symposium is one of the best attended convention sessions featuring decision-makers in the industry.

- Logo on screens in general session room
- Recognition as sponsor during general session introduction
- Signage in your booth recognizing you as the Legislative Symposium sponsor

Ag Breakfast Speaker.....\$6,000

The Ag Breakfast features nationally recognized speakers.

- Logo next to speaker listing in final program and on screens in general session room
- Signage outside general session recognizing you as the speaker sponsor
- Reception line at breakfast where your staff can personally greet and welcome attendees

Chairman's Reception (4).....\$5,000 ea.

Celebrate the IBA chairman by sponsoring the Monday evening Chairman's Reception. Traffic will be driven to your booth as bankers will need to visit you to get their invitation stamped and receive their reception prize.

- Logo on reception invitation in the packet that bankers will have stamped at your booth

Hotel Key Cards.....\$7,500

Your company will have the first impression with bankers as they arrive at the IBA Convention.

- Logo on key cards used at the convention hotel
- Signage in your booth recognizing you as the key card sponsor

Non-profit Sponsor.....\$5,000

Help the IBA honor and provide recognition to a local non-profit organization as they are highlighted in the Exhibit Hall on Tuesday morning. Your company will have logos on signage in the non-profit area and your staff can help with activities where applicable.

- Logo in final program and on signage in Nonprofit area
- Ability to have your staff assist with activities

Wi-Fi.....\$6,000

Help bankers stay connected by providing free Wi-Fi throughout the events center.

- Custom Wi-Fi password with your company name
- Recognition and logo in final program as the Wi-Fi sponsor
- Signage in your booth recognizing you as the Wi-Fi sponsor

Cookies & Popcorn.....\$6,000

Your company can help provide warm chocolate chip cookies and fresh buttery popcorn to convention attendees.

- Logo on napkins and popcorn bags used at food station
- Fresh cookies and popcorn delivered to your booth

Celebration of Banking Lunch (2).....\$6,000 ea.

Your company can help provide the lunch and programming for the Monday luncheon event.

- Logo on signage in exhibit hall recognizing you as the lunch event sponsor
- Verbal recognition during the event
- Table tent signage at the event
- Logo in program and on website

Grand Prize.....\$6,000

Your company can help sponsor the grand prize drawing.

- Grand prize card drop-off in grand prize drum located in your booth
- Recognition as sponsor at drawing
- Logo in program and on grand prize card in all banker packets

IOWA PBS SILENT AUCTION

Proceeds help provide educational programming on Iowa PBS as well as fund valuable airtime for the IBA's public image campaign. This campaign helps promote positive messaging about Iowa's banking industry and runs during popular Iowa PBS programs, such as Iowa Press, PBS NewsHour and the Iowa Girls High School State Basketball Championships. Your company can contribute auction items or cash donations.

Inspire Level.....\$1,000+

- Sign with logo next to silent auction package(s)
- Name and logo included in the silent auction catalog
- Logo on pop-up signage in the exhibit hall
- Name and link included on convention website
- Recognition in final convention program
- Upgraded to a silver booth if exhibiting

Inform Level.....\$300-\$599

- Sign with logo next to silent auction package(s)
- Name and logo included in the silent auction catalog
- Logo on pop-up signage in the exhibit hall

Enrich Level.....\$600-\$999

- Sign with logo next to silent auction package(s)
- Name and logo included in the silent auction catalog
- Logo on pop-up signage in the exhibit hall
- Name and link included on convention website
- Recognition in final convention program

IOWA DIRECTORY OF FINANCIAL INSTITUTIONS

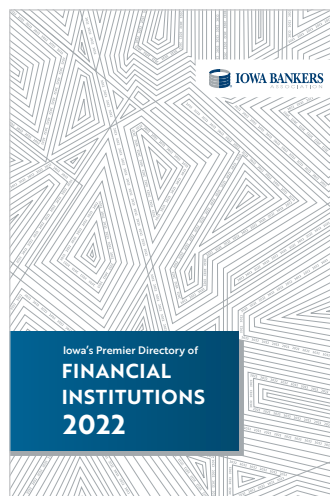
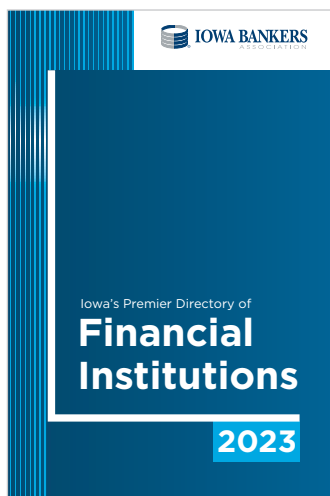
WHAT IS THE DIRECTORY?

Connect to the right people in Iowa's banking and financial services industry with an ad in the IBA's Directory of Financial Institutions.

The Directory of Financial Institutions is the go-to place for you to find essential information about Iowa banks and for bankers to find information about your business' products and services. This widely used resource, with more than 1,500 copies distributed each year, is used by important financial decision-makers. It is the most comprehensive directory of Iowa financial institutions available.

Company Listing	Character Count	Pricing
First Listing	Up to 250	FREE
	250 to 400 (max)	<input type="checkbox"/> \$100
Additional Listing(s)	Up to 250	<input type="checkbox"/> \$150 ea.
	250 to 400 (max)	<input type="checkbox"/> \$250 ea.

Your directory form, ads and member dues must be sent to the IBA by Feb. 1, 2024, to be included in the 2024 directory.



HOW CAN YOU USE IT?

- Reach Iowa bankers across the state, including every IBA member bank CEO.
- Be a part of a trusted resource used daily by bankers, business leaders, accountants, attorneys and more.
- Make the most out of your marketing budget with a free company listing with your full-color logo.
- Stand out from your competitors with extra ads and listings.

WHAT ARE THE BENEFITS?

All IBA associate members receive one complimentary company listing,* description and color logo in the directory. As an additional benefit, members will also receive one complimentary edition.

You also have the opportunity to increase your business' visibility by placing a full-page color ad in the directory for \$800 per ad.

All listings and advertisements are exclusive to IBA associate members.

* 250 character max. For listings above 250 characters, additional charges will apply.

2024 IOWA BANKERS PUBLICATION ADVERTISING

Iowa Bankers Exchange and Bank Note are the official publications of the IBA and trusted resources for those in the Iowa banking industry.



Print Ad Size	Location	1 Issue	4 Issues
Full Page (8.4375" x 11")	Inside	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,100 ea.
Half Page (8.4375" x 5.25")	Inside	<input type="checkbox"/> \$800	<input type="checkbox"/> \$700 ea.
Full Page (8.4375" x 11")	Inside Front/Back Cover	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,200 ea.
Full Page (8.4375" x 11")	Back Cover	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,350 ea.

IOWA BANKERS EXCHANGE (PRINT & ELECTRONIC)

Iowa Bankers Exchange is published quarterly and reaches more than 800 subscribers via print and approximately 10,000 electronically. IBA associate members have the exclusive opportunity to advertise in this publication.

Qty Available	Email Ad Size	Location	25 Weeks	50 Weeks
1	300 dpi Width to Height Ratio of 6:1	PLATINUM BANNER (first ad after feature)	<input type="checkbox"/> \$5,500	<input type="checkbox"/> \$10,000
1	300 dpi Width to Height Ratio of 6:1	GOLD (middle of e-newsletter)	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$8,000
1	300 dpi Width to Height Ratio of 6:1	SILVER (above Industry News)	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$7,000
1	300 dpi Width to Height Ratio of 6:1	BRONZE (above Member Spotlight)	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,000
2	300 dpi Width to Height Ratio of 2:1	BASIC (above People and Places)	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$4,500

BANK NOTE (E-NEWSLETTER)

IBA associate members also have the exclusive opportunity to advertise in the IBA's e-newsletter, Bank Note. Bank Note is published 50 weeks per year and sent to the inboxes of about 10,000 IBA bank and associate members. Ads feature your custom logo/graphic linked to the website of your choice.

2024 IOWA BANKERS EDUCATION BULLETIN ADVERTISING

IBA associate members also have the opportunity to advertise in the Education Bulletin. The Education Bulletin is published weekly and outlines upcoming conferences, webinars and events the association is hosting. The bulletin is sent to the inboxes of nearly 10,000 IBA bank and associate members. Ads feature your custom logo/graphic linked to the website of your choice.

Qty Available Per Month	Ad Size	1 Month	12 Months
2	8" W x 1.39" H	☐ \$500	☐ \$5,000

COMMUNICATIONS TOOLKIT *NEW*

New this year, IBA associate members have the opportunity to advertise in the Communications Toolkit. The toolkit is delivered quarterly and offers timely messages and financial tips banks can customize and share through newsletters, press releases and social media channels. The toolkit is sent to the inboxes of over 400 IBA members. Ads feature your custom logo/graphic linked to the website of your choice.

Qty Available Per Month	Ad Size	1 Month	12 Months
4	8" W x 1.39" H	☐ \$250	☐ \$900



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