



**Independent
Bankers
Association
of Texas**

IBAT 2022 Advertising Kit

300+
member banks

700
communities

4,000+
branches

\$294 Billion
in assets

The Independent Bankers Association of Texas is the largest state community banking organization in the nation. Members benefit from IBAT advocacy efforts, educational programs, regulatory and compliance resources, discounted business services and more.

We are true believers in what IBAT does for community banking in Texas and take every opportunity to support that effort. Community banks are our target audience, and we know the distribution of IBAT publications reaches that market.

- Debbie Scanlon, BKD, LLP

IBAT Makes a Difference

Top 3 factors for IBAT members to engage with your sales team*:

1. Peer recommendations
2. Existing relationship with the sales person
3. Familiarity with the company

Top 2 ways to engage with IBAT membership:

1. Build relationships during IBAT events
2. Build name recognition via IBAT ads, events and sponsorship

*Findings from 2020 IBAT member survey, "Building Business Relationships with Texas Community Bankers."



The Texas Independent Banker

“The greatest stories of vendor success in Texas began with one or two relationships that opened doors for other relationships to develop.”

*Christopher Williston VI,
President & CEO of IBAT*

Create a custom media package with IBAT’s media program, including *The Texas Independent Banker* magazine, *Bottom Line* eNewsletter, website, the Associate Member Directory and all products in the *Bankers Digest* family. Receive additional credit to be used on media purchases throughout the year.

2022 Package Rates

Spend	\$20,000	\$17,000	15,000	\$12,500	\$10,000	\$7,500
Additional Credit	\$2,000	\$1,750	\$1,500	\$1,000	\$750	\$500



2022 Ad Rates

Full Color Rates	per issue
Outside Back Cover	\$3,295.50
Inside Front or Back Covers	\$2,579.00
Full Page	\$2,169.00
1/2 Page	\$1,559.00
1/3 Page	\$1,139.00
1/4 Page	\$899.00
1/8 Page	\$449.00

Bellyband | \$3,498 (includes printing cost)

Have a direct mail piece?	per issue
Polybagged Outsert	\$2,549.50

Sponsored Content

Full Page	\$2,599.00 (600 words and up to 2 images)
Double Page Spread	\$4,349.00 (1,200 words and up to 3 images)

Members receive a 5% discount.

Quarterly | 3,000+ recipients
Convention distribution | 11,000+ total
estimated monthly readership

Your ad in IBAT’s flagship publication will run in the print and digital editions with a link to your website. Proposals for educational and non-promotional articles are welcome on timely topics that are relevant to community bankers (feature = 1,200–1,500 words). Please send proposals to Jody Davila at jdavila@ibat.org.

Contact: Beth Sheahan
512-275-2202 | bsheahan@ibat.org





The Bottom Line eNewsletter & Website (News Pages)

eNewsletter

Weekly

10,000+ recipients

IBAT's *Bottom Line* eNewsletter brings timely industry topics and association news to subscriber inboxes every Tuesday. Each ad position is exclusive with maximum exposure.

Position	Dimensions	Rates (12 mo.)
Rectangle 1 or 2	270 x 115 px	\$5,350
Leaderboard 1	570 x 70 px	\$5,100
Rectangle 3 or 4	270 x 115 px	\$4,075
Leaderboard 2	570 x 70 px	\$3,050
Leaderboard 3	570 x 70 px	\$2,050



Bottom Line

November 9, 2021

Test and Vax Mandate Halted For Now



Over the weekend, the U.S. Court of Appeals for the Fifth Circuit temporarily halted the Biden Administration's rule that would require weekly COVID-19 testing or vaccination for all Americans who work for companies with more than 100 employees.

The action by the court was not a ruling on the merits of the mandate. It merely cites the "grave statutory and constitutional issues," raised by a group of plaintiffs in one complaint.

Numerous IBAT members have expressed concerns about the mandate since it was issued last week, with some weighing essential concerns about the mandate itself and others raising issue with the uneven playing field it creates between large and small employers.

270 x 115px

270 x 115px

Website

24/7/365

The IBAT website is the launch point to IBAT's must-have resources for community bankers. This includes compliance tools, advocacy information, educational events and more. Three spots per position; rotates as page refreshes.

Position	Dimensions	Rate (12 mo.)
Zone 1	500 x 500 px	\$4,000
Zone 2	500 x 500 px	\$2,000
Zone 3	500 x 500 px	\$2,000



HOME ADVOCACY & PAC EDUCATION COMMUNITY COMPLIANCE SOLUTIONS ABOUT

REGULATORS AIM TO BRING CLARITY TO CRYPTO

Home » News » Regulators Aim to Bring Clarity to Crypto



Financial regulators recently issued a "Joint Statement on Crypto-Asset Policy Sprint Initiative and Next Steps," which outlined forthcoming efforts to help bankers better understand cryptocurrencies. This includes an evaluation of what, if any, involvement banks can play in crypto-asset-related activities, including custody, facilitation of purchase and sale of crypto-assets and loans collateralized by crypto-assets.

While some of these regulatory issues are essential to work out, we know that many bankers are still looking for a baseline understanding of cryptocurrencies, how they work and why they hold such broad appeal.

To help you navigate some baseline questions regarding cryptocurrency, we are holding our first live event inside of Bankers Helping Bankers on December 7, 2021, from 12:00 p.m. to 2:00 p.m. Similar in style to "Ask IBAT Anything," this discussion will feature IBAT President and CEO Christopher Williston and Ben Soppitt, founder and CEO of Unitmoney, a cryptocurrency trading and payments platform. This event is free for bankers via the Bankers Helping Bankers platform. To RSVP, click "Events" under the "Education" tab in Bankers Helping Bankers. If you're already a member of Bankers Helping Bankers, you can complete this [sign-up form online](#). Access is generally available to bankers within 24 hours of sign-up.

Christopher Williston - November 30, 2021 - Industry / News

TAGS: CRYPTOCURRENCY

YOU MAY ALSO LIKE



Regulatory Actions for July 11-17, 2021



OSHA Vaccine Mandate for Larger Employers



When the Chips are Down, EMV Card Supply is Threatened

Zone 1

Zone 2

Zone 3

Contact: Beth Sheahan

512-275-2202 | bsheahan@ibat.org



Independent Bankers Association of Texas



Magazine & Directory Specifications

Ad Sizes	Dimensions
Outside Back Cover	8.75" x 11.25"
Inside of Back Covers (front or back)	8.75" x 11.25"
Full Page w/bleed	8.75" x 11.25"
Full Page no bleed	7.5" x 10"
1/2 Page - horizontal	7.5" x 4.75"
1/2 Page - vertical - long	3.625" x 9.75"
1/2 Page - vertical	4.75" x 7.25"
1/3 Page - square	4.9375" x 4.75"
1/3 Page - horizontal	7.5" x 3.083"
1/3 Page - vertical	2.3125" x 9.75"
1/4 Page - horizontal	4.9375" x 3.5"
1/4 Page - vertical	3.625" x 4.75"
1/8 Page - vertical	3.5" x 2.25"

Artwork Requirements

- ◆ All digital artwork must be supplied at 300 dpi.
- ◆ Line art must be supplied at 600 dpi.
- ◆ High-resolution PDF, EPS, TIFF and JPEG files are accepted. PDFs are preferred.
- ◆ Images from the web are not suitable for printing. All color artwork must be in CMYK mode.
- ◆ RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, resulting in color shift.
- ◆ All screen and printer fonts as well as linked images must be supplied or embedded in the file.
- ◆ Ads, especially partial page ads, should be designed so they can be placed on either left or right pages.

Submitting Your Advertising Materials

All artwork must be submitted by email on or before the deadlines provided on page 5. Please submit your files to Willow Andrews at:

wandrews@thewymancompany.com



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Magazine Calendar

ISSUE	TOPICS	AD RESERVATION DEADLINE	AD COPY DEADLINE	MAIL DATE
First Quarter 2022: Spring	♦ IBAT's Tour de Texas	January 12, 2022	January 19, 2022	March 2022
Second Quarter 2022: Summer	♦ Connecting Leaders Conference Preview	April 12, 2022	April 19, 2022	June 2022
Third Quarter 2022: Autumn	♦ Convention Preview ♦ Connecting Leaders Conference Recap ♦ New IBAT Chairman	July 12, 2022	July 19, 2022	September 2022
Fourth Quarter 2022: Winter	♦ Convention Recap (BOCB Awards, Chairman's Award and President's Award recipients, plus new executive committee and board members)	October 12, 2022	October 19, 2022	December 2022

The above schedule and editorial plan is subject to change.

In every issue:

1. Community Banking in Action section that includes news from member banks.
2. A feature article from IBAT General Counsel Karen Neeley.

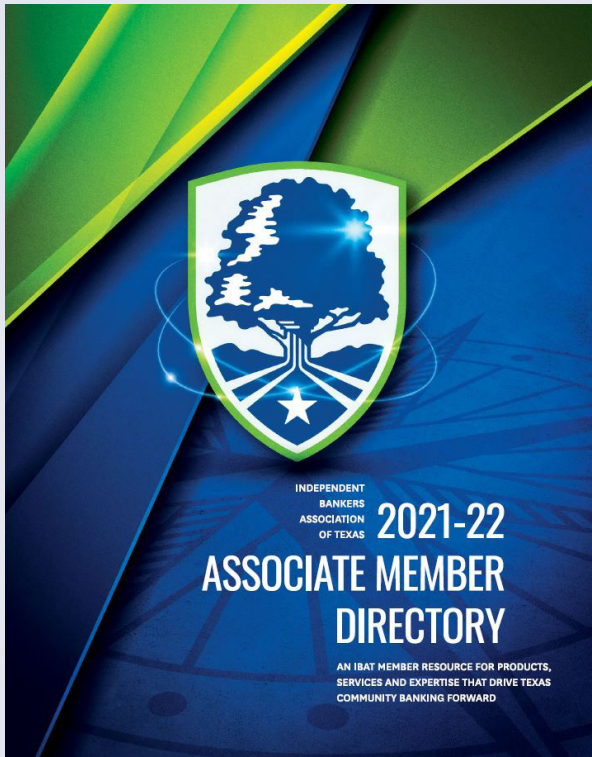


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Annual Associate Member Directory



Annual | 4,000 recipients

The annual directory is mailed to IBAT member banks, and the searchable digital version is available via the IBAT website and promoted via email. Each associate member receives a free listing with contact information, company description and product/service offerings.

Enhance your company's profile in the publication by purchasing a logo enhancement or advertisement.

2022 Ad Rates

Full Color Rates	Directory
Outside Back Cover	\$3,529.00
Inside Front or Back Covers	\$2,815.00
Full Page	\$2,405.00
1/2 Page	\$1,720.00
1/3 Page	\$1,265.00
1/4 Page	\$999.00
Logo Enhancement	\$210.00

Please note: Advertising in the Associate Member Directory is only available to IBAT associate members and Endorsed Service Providers.



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