



**Independent
Bankers
Association
of Texas**

IBAT 2023 Advertising Kit

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.

300+
member banks

4,000+
branches

\$296 Billion
in assets

IBAT has set the bar for community banking associations, working tirelessly to deliver the right balance of content and support for both bankers and vendors. IBAT provides many outlets for associate members to reach their target audience, Qaltik is happy to be part of this tight knit community and support IBAT in its endeavors.

- Jen Adcock, Qaltik

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 2021 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 and all products in the *Bankers Digest* family. Receive additional credit to be used on media purchases throughout the year.

2023 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



2023 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

Quarterly | 2,800+ recipients
Convention Distribution | + 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.

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.

Contact: Beth Sheahan

512-275-2202 | bsheahan@ibat.org





The Bottom Line eNewsletter

eNewsletter

Weekly

10,000+ recipients

IBAT's *Bottom Line* eNewsletter brings timely industry topics and association news to subscriber inboxes every Tuesday. Subscribers include all community bankers at IBAT member banks, all associate members and endorsed service providers.

Position	Dimensions	Rate (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	\$3,450
Leaderboard 2	570 x 70 px	\$2,595
Leaderboard 3	570 x 70 px	\$1,740

Each ad position is exclusive with maximum exposure.

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When the Dust Settles: Post-Election Recap Panel
November 27/30 - 11 a.m. CT | Live Webinar

Join IBAT staff (Christopher Wilkerson, Steve Scortich) and Rob Blackwell, former Editor-in-Chief of American Banker and current Chief Content Officer and Head of External Affairs at JPMorgan Chase, for this exclusive - and free - panel discussion as they explore the election results and the implications for community banking.

[Register](#)

270x115

270x115

5th Circuit: CFPB Funding Mechanism is Unconstitutional



In a decision issued last week, the Fifth U.S. Circuit Court of Appeals prohibited that Congress's decision to make its portion of the payment to the Consumer Financial Protection Bureau (CFPB), violates the Constitution's structural separation of powers. The panel took great issue with the CFPB's perpetual funding mechanism that is "double-insulated from Congress's appropriations power" by being drawn from the Federal Reserve, which is deemed subject to appropriations. The opinion also swiftly discarded the CFPB's counter arguments concerning other agencies' budgetary independence and other courts' decisions.

570x70

FDIC Increases Insurance Assessment

Despite vigorous opposition from the community banking sector, the Federal Deposit Insurance Corporation (FDIC) Board last week finalized rules to increase deposit insurance assessments by 25 basis points effective on January 1, 2023, and is applicable to the first quarterly assessment. The increase is applicable to banks of all sizes.



270x115

270x115

Bank Groups to FHFA - Fix Capital Standards



The ABA, IBA and their affiliated state associations weighed in last week with a letter to the Federal Housing Finance Agency (FHFA), urging the modernization of capital standards required for Federal Home Loan Bank (FHLB) to evaluate creditworthiness for advances. This issue has garnered significant attention over the past several weeks, as numerous banks have significant paper losses from their Available for Sale securities.

570x70

Now Available On-Demand: Becoming an Effective Manager Series



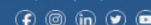
In a survey report released earlier this year, 87% of employees said they would consider leaving their job because of a bad manager. Relationships with management are the top factor in employees' job satisfaction, which in turn is the most important determinant of retention.

Per Session | Member: \$295
Full Series | Member: \$995

[Register](#)

570x70

Independent Bankers Association of Texas
1700 Rio Grande St., Ste. 100 | Austin, Texas 78701 | 512.474.6889



If you no longer wish to receive IBAT's Bottom Line newsletter, [click here](#).
To unsubscribe from all IBAT emails, [click here](#).



IBAT Website (News Pages)

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

STATEWIDE EARLY VOTING BEGINS MONDAY, OCTOBER 24

Home » News » Statewide Early Voting Begins Monday, October 24



Early voting for the statewide, November 8 Texas Midterms begins on Monday, October 24!

The ballot can be viewed [here](#). Many local political subdivisions, such as cities and school districts, also have their regular general elections for members of their governing bodies or special elections to fill vacancies on this date. Political subdivisions, including counties, may also have measure (proposition) elections.

Please visit the [VoteTexas website](#) to ensure you have the latest information before heading to the polls, as well as your county's website to find voting locations.



Christopher Williston - October 24, 2022 - Industry / News

YOU MIGHT ALSO LIKE



Community Bankers Across the State Tapped to Serve on Leadership Division Board
JUNE 29, 2022



37th Annual Connecting Leaders Conference a Success!
JUNE 14, 2022



IBAT Hosts 42nd Annual Bank Operations Institute (BOI)
OCTOBER 19, 2022

Zone 1

Search

Zone 2

Recent News

IBAT Continues Pushback Against Proposed Credit Card Overhaul

IBAT Hosts 42nd Annual Bank Operations Institute (BOI)

Statewide Early Voting Begins Monday, October 24

"1st Account" on Interchange

Texas Bankers Rate \$50K for Unstable Fund

Zone 3



About the Independent Bankers Association of Texas
Formed in 1974, the Independent Bankers Association of Texas (IBAT) represents Texas community banks. The Austin-based group is the largest state community banking organization in the nation with membership comprised of almost 5,000 banks and branches in more than 700 Texas communities. Providing safe and responsible financial services to all Texans, IBAT member bank assets range in size from \$8 million to \$9 billion with combined assets statewide of \$296 billion. IBAT member banks are committed to supporting and investing in their local communities.

Home
Contact
Privacy Policy

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512-275-2202 | bsheahan@ibat.org



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Magazine 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 2023: Spring	♦ IBAT's Tour de Texas	January 12, 2023	January 19, 2023	March 2023
Second Quarter 2023: Summer	♦ Connecting Leaders Conference Preview	April 12, 2023	April 19, 2023	June 2023
Third Quarter 2023: Autumn	♦ Convention Preview ♦ Connecting Leaders Conference Recap ♦ New IBAT Chairman	July 12, 2023	July 19, 2023	September 2023
Fourth Quarter 2023: Winter	♦ Convention Recap (BOCB Awards, Chairman's Award and President's Award recipients, plus new executive committee and board members)	October 12, 2023	October 19, 2023	December 2023

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. Up Front article from President and CEO Christopher Williston, Services Spotlight and The Compliance Guy column.



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