



- Women 8-to-10
- Passport to Prosperity
- ECORA Act of 2021

OFFICIAL PUBLICATION OF THE NEBRASKA INDEPENDENT COMMUNITY BANKERS



2022 Advertising and Sponsorship Guide



2021 Membership Directory

Advocacy • Education • Solutions

Reserve Your Ad and Sponsorship Spot Today!

If you want to target top decision makers in Nebraska's community banking industry, you will find the Nebraska Independent Community Bankers (NICB) offers numerous ways to help you accomplish your goals and stretch your marketing dollars. Show your support of NICB and promote your business at the same time. If you have questions, contact Tracy Pickering at tracy@nicbonline.com or 402-474-4662.

Advertising

Nebraska Independent Banker Quarterly Magazine

The printed magazine is distributed quarterly to **all community banks in Nebraska**, congressional and state representatives on the state banking committee and NICB's associate members.

Ad Specs

Submit in press ready .pdf or jpg format

Bleeds 0.125" required, no half tones

Artwork must be created and provided by the purchaser

Placement is on first come first serve basis. Prices listed are multiplied by the frequency.

Location	1 X	2 X	3 X	All 4 issues
Inside Front Cover	400.00	350.00 per issue	300.00 per issue	\$1000.00
Back Cover 8 ½" w x 8 ½" h	600.00	500.00 per issue	400.00 per issue	\$1200.00
Inside Back Cover	400.00	350.00 per issue	300.00 per issue	\$1000.00
Interior Full Page 8" wide by 10.75 (live area) 8.375" wide by 11.125" (bleed)	275.00		200.00 per issue	\$700.00
Half Page	175.00	150.00 per issue	100.00 per issue	\$350.00

Issue	Ad & Payment Deadline	Publication Date
First Quarter	January 15	February 1
Second Quarter	April 15	May 1
Third Quarter	July 15	August 15
Fourth Quarter	November 15	December

Email your Ad and Location request to: tracy@nicbonline.com before the Deadline.

Submit an Article for publication To increase your exposure to bankers across the state, submit an article that is educational on a topic of current interest. The article should not be "Sales Pitch" in nature. Send article for approval in a PDF or Word Document file to tracy@nicbonline.com; as a guide 700 – 1500 Words include Photo of Author with short a bio. Graphics are allowed to run with article. Authors contact information, and company logo in a jpg file format to run with the article. **NICB reserves the right to reject an ad or article for publication.**

Membership Directory 2022

NICB Directory is published annually and provided to all member banks and branch locations and to the Associate Members at no cost. It is available in print format and posted in the members only area on the website. There is a limited number of Ad spots available.

Divider Page Option - \$200.00 (only 6 available)

Ads are placed on both sides of the divider page. Editor will not put a competitor on same Divider page.

Specs

Dimensions: 7" high by 4 ½ " wide printable space, book is spiral bound

Submitted in pdf or jpg format

No Bleeds or half tones.

Artwork must be created and provided by the purchaser.

Deadline for Ad: **for Directory by Feb 10, 2022.**

Questions contact Tracy: 402-474-4662

Requests are taken on First Received basis.

Submit Ad placement request before January 15.

Submit Request Form by Email: tracy@nicbonline.com

NICB reserves the right to reject an ad for publication.

E-Newsletter

If you want to target the Bank Owners, CEOs, and upcoming Management through electronic communication the NICB Member Update E-news and weekly Legislative Update will expand your outreach and marketing dollars. Ads are a Side Bar Ad located left or right of articles.

NICB Member Update

Published bi-weekly to NICB Members, branches and associate members. The NICB [Member Update](#) newsletter includes upcoming events, members in the news and industry articles. You can link your Ad to a destination of your choice.

NICB Legislative Update

Published weekly while the Nebraska Unicameral is in session. Content is provided by our Lobbying firm Zulkoski Weber. Editor has the right to reject an ad for publication.

<i>Publication</i>	<i>1 x</i>	<i>2 x</i>	<i>1 month</i>	<i>6 months</i>	<i>Special Session</i>
Member Update	\$200	\$100	n/a	\$300	n/a
Legislative Update		\$150	\$225	n/a	\$200



NICB Website

NICB's website, www.nicbonline.com, is the source for information on educational programs, events, industry articles, legislative updates, conference information and more. Ad space is available on a six month and twelve month basis. Your ad can link to your home page or a destination of your choice. Display support for both NICB and your organization.

<u>Ad Option</u>	<u>6 Months</u>	<u>12 Months</u>
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Rotating Banner Ad	\$600	\$1,200
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Location: Home Page, middle of page with picture and text. 497 pixels wide x 205 pixels tall. One of two rotations.

Medium Ad Content Banner	\$400	\$800
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Location: Home Page, right side of site one of 3 rotations at 5-7 seconds per rotation. Located on all pages except Community Bank Locator section 320 pixels wide x 150 pixels tall

Event Sponsor

NICB holds in-person events throughout the year that provide you optimum exposure and opportunities to make connections.

NICB Board Meetings

Strategic Planning Retreat (Summer of 2022)

Evening Dinner and presentation before Board \$2500

This level would include time at meeting to present before the board and two representatives to attend the sponsored dinner. Company logo will appear on registration and meeting materials.

Social Outing \$1800 (Summer of 2022)

Social Event held night before departure. Would include Two (2) representatives attending the social event. Event organized with Tracy, NICB meeting event coordinator.

Reservations of sponsorships are on a first-come, first-serve basis, unless specified otherwise.

Scan & Email Commitment to: tracy@nicbonline.com before May 1

Exclusive Board Meeting Breakfast or Lunch Sponsor \$1000 (Fall meeting)

Sole sponsor of that board meeting and includes 10-minute presentation at meeting

The meeting includes a bank industry related speaker followed by lunch, golf, and/do dinner at location. The Western Nebraska meeting is a dinner meeting only usually in September.



Area Meetings

Business Speaker Sponsor

\$2500 per location

provide speaker with educational topic
Company Logo displayed at Podium; Logo displayed on Event
Promotion and Signage at event , Option to provide Logo' d
items to attendee, One Complimentary Registration per
Location

Beverage Cart Sponsor \$1,200 includes two meetings

Paxton meeting Social Sponsor \$300

Host A Team & Hole Sponsor \$650

Includes 4 registration and \$25.00 Flag prize sponsorship of

Post Round Refreshments \$500

Flag Event Sponsor \$50

Dates and Location to be announced.

Annual Conference & Trade Show

Sponsor Benefits will include name/logo recognition on Conference Brochure and at the specific Event. Committing to your sponsorships early ensures that your company logo and information is included in event communications.

Sponsorship Options	Number available		Registration Included	Exhibit Booth included	Minimum Amount
Diamond Level					
Closing Entertainment	1		2	Yes	\$4000
General Session Keynote Speaker	1		2	No	\$4500
			2	Yes	\$5000
Platinum level					
Ten-minute Pitch Presentation & \$500 drawing Friday morning session	1		1	No	\$3500
Thursday Reception	1		1	Yes	\$3000
Heads & Tails Game includes being MC for game & coin flipper			2	No	\$3000
Gold Level					
Friday Breakfast includes five-minute introduction	1			No	\$2500
Ten-minute Pitch Presentation & \$500 drawing	1			Yes	\$2800
Friday Closing Lunch	1			No	\$2000
Silver Level					
Past Chairman's dinner Wednesday	1		4		\$1800
					\$1000
Friday Post Conference Social Event	1		2		\$1500
Bronze Level					
Thursday afternoon Break Table					\$600
Friday Morning Break Table					\$500

Commitment Form for 2022 Advertising & Sponsorship Opportunities

Reservations of sponsorships and advertising are on a first come first-serve basis, unless specified otherwise. Event dates will be confirmed before marketing begins.

Nebraska Independent Banker Magazine

☐ **Inside Front Cover** *select issue Quarter issue*

☐ **Inside Back Cover** *select issue Quarter*

- ☐ All 4 issues \$1000
- ☐ 1 x \$400 *per issue First Second Third Fourth*
- ☐ 2 x \$350 *per issue First Second Third Fourth*
- ☐ 3 x \$300 *per issue First Second Third Fourth*

Back Cover *select issue Quarter*

- ☐ All 4 issues \$1200
- ☐ 1 x \$600 *per issue First Second Third Fourth*
- ☐ 2 x \$500 *per issue First Second Third Fourth*
- ☐ 3 x \$400 *per issue First Second Third Fourth*

Interior Full Page *select issue Quarter*

- ☐ All 4 issues \$700
- ☐ 1 x \$275 *per issue First Second Third Fourth*
- ☐ 3 x \$300 *per issue First Second Third Fourth*

Interior Half Page *select issue Quarter*

- ☐ All 4 issues \$350
- ☐ 1 x \$275 *per issue: First Second Third Fourth*
- ☐ 2 x \$250 *per issue First Second Third Fourth*
- ☐ 3 x \$100 *per issue First Second Third Fourth*

NICB Membership Directory

- ☐ Divider Page \$200

NICB Website

☐ **Rotating Banner Ad**

- ☐ 6 months \$600
- ☐ 12 Months \$1,200

☐ **Medium Rotating Banner**

- ☐ 6 months \$400
- ☐ 12 Months \$800

E-Newsletter

NICB Member Update

- ☐ 1 x \$200
- ☐ 2x \$100
- ☐ 6 months \$300

NICB Legislative Update

- ☐ 2 x \$150
- ☐ 1 month \$225
- ☐ Special Session \$200

NICB Board Meeting

☐ Strategic Planning Retreat

- ☐ Evening Dinner and presentation \$2500
- ☐ Social Outing \$1800

☐ Exclusive Breakfast or Lunch Sponsor \$1000

Area Meetings

- ☐ Business Speaker Sponsor \$2500 per location
- ☐ Beverage Cart Sponsor \$1,200 incl. two meetings
- ☐ Paxton Social Sponsor \$300
- ☐ Host a Team & Hole Sponsor \$650
- ☐ Flag Event Sponsor \$50 per location /flag
- ☐ Post Round Refreshments \$500

Annual Conference & Trade Show

- ☐ Diamond Level non- specific..... \$5000
- ☐ Closing Entertainment \$4000
- ☐ General Session Keynote \$4500
- ☐ Ten-Min Presentation Friday am..... \$3500
- ☐ Thursday Reception..... \$3000
- ☐ Heads & Tails Game..... \$3000
- ☐ Friday Breakfast..... \$2500
- ☐ Ten-Minute Pitch Thursday \$2800
- ☐ Friday Closing Lunch \$2000
- ☐ Past Chairman's Dinner \$1800
- ☐ Friday Post Conference Social \$1500
- ☐ Thursday afternoon Break Table \$600
- ☐ Friday morning Break Table..... \$500

Your Total 2022 Investment with NICB



Nebraska
Independent
Community
Bankers

Please calculate your total advertising and sponsorship investment for 2022.

Total Advertising \$ _____

Total Sponsorships \$ _____

Total Investment \$ _____

Date Submitting Form: _____

Contact Information

Contact Name: _____ Title: _____

Company: _____

Address: _____ City, State, Zip: _____

Telephone: _____ Cell: _____

Email: _____ Website: _____

Method of Payment

☐ Check ☐ Credit Card ☐ Please Invoice Me

Credit Card Information:

☐ Master Card ☐ Visa ☐ AmericanExpress

Name as appears on card:

Card Number: _____

Exp. Date: _____ 3-Digit Sec. Code: _____

Questions?

Please contact **Tracy Pickering** at 402.416.0065
or via email at tracy@nicbonline.com

Please Remit Order Forms and Payment to:

Nebraska Independent Community Bankers
1001 S 70 ST STE 101
Lincoln, NE 68510
402.474.4662

tracy@nicbonline.com | www.nicbonline.com

Invoice Information

☐ Invoice me for the total
☐ Invoice as sponsorships are due

Send Invoice to (if not same as above):

Name: _____

Title: _____

E-mail: _____