

# SPONSORSHIP & ADVERTISING OPPORTUNITIES 2025



**IOWA BANKERS**  
ASSOCIATION



# 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 additional 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](mailto:srichards@iowabankers.com)

☎ 515-286-4225



# TABLE OF CONTENTS

---

Schedule of Events.....	6
Conferences.....	7
Golf Outings.....	9
Schools.....	10
Advocacy.....	11
Seminars.....	12
Annual Sponsorships.....	13
IBA Annual Convention.....	14
Iowa Directory of Financial Institutions.....	17
IBA Publication Advertising.....	18

# 2025

## IBA EVENTS

---

### January

#### JAN.-OCT.

Leaders in Advocacy

#### 12-14

Mid-Winter Management

### February

#### FEB.-JUNE

Leadership Institute

#### 11-12

Management & Policy  
Conference

### March

#### 3-7

Consumer Credit School

#### 17-18

Agriculture Conference

#### 25

Bankers Day on the Hill

### April

#### 8-9

Deposit Operations  
Compliance School

#### 9-10

Fusion Conference  
(HR/Marketing)

### May

#### 5-8

Lending Compliance School

#### 6

Virtual Regional Meeting

#### 12-14; 19-21

Regional Golf Outings

### June

#### 2-6

Ag Credit School

#### 8-13

Iowa School of Banking

#### 9-11

Capitol Hill Visit

#### 26

Compliance School  
Alumni Update

#### JUNE-AUG.

Internship Program

### July

#### 9

Women in Banking  
Conference

#### 28

Chairman's Cup

### September

#### 21-23

Annual Convention

### October

#### 6-10

Commercial Lending School

#### 21-23

Intro to Commercial Lending  
School

#### 28-29

Technology Conference

### November

#### 13

Next Gen Conference

#### 19-20

Compliance Conference

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

# CONFERENCES

---

## Mid-Winter Management Conference

JAN. 11-13, 2026

The Westin Kierland Resort & Spa in Scottsdale, Arizona

- 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

FEB. 11-12 | 150+ Bankers

Marriott Hotel, Des Moines, IA

- 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 ea.
  - 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 17-18 | 200+ Bankers

Gateway Hotel & Conference Center, Ames, IA

- Continental Breakfast Sponsor (2)**.....\$1,000 ea.
  - Includes one attendee
  
- Break Sponsor (3)**.....\$1,000 ea.
  - Includes one attendee
  
- Lunch Sponsor (1)**.....\$1,500 ea.
  - 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, IA

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

## Women in Banking Conference

JULY 9 | 270 Bankers

Sheraton, West Des Moines, IA

- Welcome Reception Sponsor** ..... \$2,000
  - Includes 2 attendees
  - Verbal & sign recognition
- Continental Breakfast Sponsor** ..... \$1,500
  - Includes 1 attendee
  - Verbal & sign recognition
- Lunch Sponsor (2)** ..... \$2,000
  - Includes 2 attendees
  - Verbal & sign recognition
- Break Sponsor (2)** ..... \$1,500
  - Includes 1 attendee
  - Verbal & sign recognition
- Gift Sponsor** ..... \$3,000
  - Includes 2 attendees
  - Verbal & sign recognition
  - Attendee distributing gifts
- Grand Prize Sponsor** ..... \$2,000
  - Includes 2 attendees
  - Verbal & sign recognition
- Silver Sponsor** ..... \$1,000
  - Includes 1 attendee
  - Sign recognition

## Technology Conference

OCT. 28-29 | 100 Bankers

Holiday Inn-Airport Conference Center, Des Moines, IA

- 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

## Next Gen Conference

NOV. 13 | 120 Bankers

Marriott, West Des Moines, IA

- Continental Breakfast Sponsor** ..... \$1,000
  - Includes 1 attendee
  - Verbal & sign recognition
  - Exhibitor table
- Lunch Sponsor (2)** ..... \$2,000
  - Includes 2 attendees
  - Verbal & sign recognition
  - Exhibitor table
- Break Sponsor (2)** ..... \$1,000
  - Includes 1 attendee
  - Verbal & sign recognition
  - Exhibitor table
- Grand Prize Sponsor** ..... \$1,000
  - Includes 1 attendee
  - Verbal & sign recognition
  - Exhibitor table
- Exhibitor Table:** ..... \$600
  - Includes 2 attendees

## Compliance Conference

NOV. 19-20 | 200+ Bankers

Holiday Inn-Airport Conference Center, Des Moines, IA

- 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 12-14, 19-21 | 70 Banker golfers per golf event (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 28 | 140 Bankers**

Glen Oaks Country Club, West Des Moines, IA

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

- Hole Sponsor (18) .....\$2,000 ea.**
  - Includes one golfer and up to 3 hole staff (lunch, beverage and dinner provided to hole staff)
- Registration Gift (3).....\$2,500 ea.**
- Awards Reception & Dinner Sponsor (3) .....\$2,500 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)..... \$1,000 ea.**

<b>NORTHEAST</b> May 12	Beaver Hills Country Club Cedar Falls
<b>EAST</b> May 13	Finkbine Golf Course Iowa City
<b>SOUTHEAST</b> May 14	Riverside Casino & Golf Resort Riverside
<b>NORTHWEST</b> May 19	Spencer Golf and Country Club Spencer
<b>SOUTHWEST</b> May 20	Lake Panorama National Resort Panora
<b>CENTRAL</b> May 21	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, 2025. 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 3-7** | 40 Bankers

Ankeny, IA

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

## Deposit Operations Compliance School

**APRIL 8-9** | 60 Bankers

West Des Moines, IA

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

## Lending Compliance School

**MAY 5-8** | 60 Bankers

West Des Moines, IA

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

## Ag Credit School

**JUNE 2-6** | 100 Bankers

Ankeny, IA

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

## Iowa School of Banking

**JUNE 8-13** | 80 Bankers

West Des Moines, IA

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

## Internship Program

**SUMMER 2025**

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

## Commercial Lending School

**OCT. 6-10** | 40 Bankers

Ankeny, IA

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

## Intro to Commercial Lending School

**OCT. 21-23** | 50 Bankers

Cedar Rapids, IA

- 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 one attendee the day the shirts are distributed.

# ADVOCACY SPONSORSHIPS

---

## Capitol Hill Visit

JUNE 9-11 | 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

Locations Vary

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

- Recognition in the welcome program
- Recognition at all Leaders in Advocacy meetings
- Option to give *hot topic* presentation to class
- 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.

### ☐ **Numbers Talk**

JAN. 30 | 55 Bankers

Iowa Bankers Association, Johnston, IA

### ☐ **Spring Credit Life**

APRIL 15

Iowa Bankers Association, Johnston, IA

### ☐ **Call Report Preparation**

MAY 1 | 50 Bankers

Iowa Bankers Association, Johnston, IA

### ☐ **ACH Processing and Compliance Seminar**

MAY 21-22 | 150 Bankers

May 21 – Hilton Garden Inn, Cedar Rapids, IA

May 22 – Iowa Bankers Association, Johnston, IA

### ☐ **Two-Day Real Estate**

AUG. 12-13 | 100 Bankers

August 12-13 – Sheraton, West Des Moines, IA

### ☐ **Bank Security Management**

OCTOBER TBD | 80 Bankers

Two locations

### ☐ **Deposit Account Administration**

OCTOBER TBD | 200 Bankers

Two locations

### ☐ **BSA/AML Seminar**

NOVEMBER TBD | 150 Bankers

Two locations

### ☐ **Fall Credit Life**

TBD

Iowa Bankers Association, Johnston, IA

# 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 130 banks participated in 2024.

**2025 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.

**2025 Lanyard Sponsor.....\$5,000**

## Peer Group Sponsorship

**Sponsor.....Price Varies**

Contact [Susan Richards](mailto:srichards@iowabankers.com) at [srichards@iowabankers.com](mailto: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 six total registrations (three 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, 2025. 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

### □ Nonprofit 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

## Convention Sponsorship Packages

### ☐ **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 drum for card drop-off 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, Iowa State Fair coverage 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

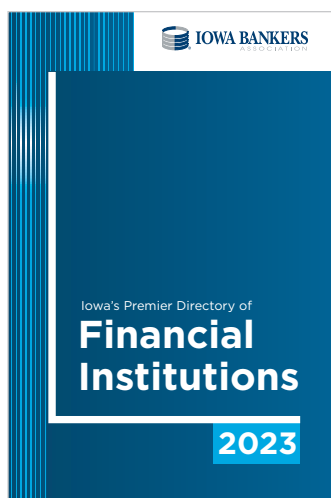
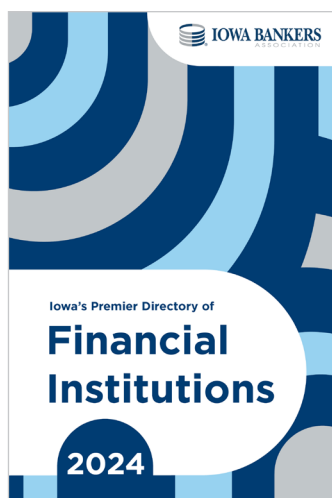
## WHAT IS THE DIRECTORY?

Connect with 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	Pricing
First Listing	FREE
Additional Listing(s)	☐ \$200 ea.

Your directory form, ads and member dues must be sent to the IBA by Feb. 1, 2025, to be included in the 2025 directory.



## HOW CAN YOU USE IT?

- Reach Iowa bankers across the state, including every IBA member bank CEO.
- Be 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.

All listings and advertisements are exclusive to IBA associate members.

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

# 2025 IOWA BANKERS ASSOCIATION 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.

## IOWA BANKERS EXCHANGE (PRINT & ELECTRONIC)

*Iowa Bankers Exchange* is published quarterly and reaches more than 650 subscribers via print and approximately 11,000 electronically. IBA associate members have the exclusive opportunity to advertise in this publication.

Print Ad Size	Location	1 Issue	4 Issues
Full Page (8.4375" x 11")	Inside	☐ \$1,200	☐ \$1,000
Half Page (8.4375" x 5.25")	Inside	☐ \$800	☐ \$600
Full Page (8.4375" x 11")	Inside Front/Back Cover	☐ \$1,300	☐ \$1,100
Full Page (8.4375" x 11")	Back Cover	☐ \$1,500	☐ \$1,300



## 2025 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

## 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.

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)	☐ \$5,500	☐ \$10,000
1	300 dpi Width to Height Ratio of 6:1	GOLD (middle of e-newsletter)	☐ \$4,500	☐ \$8,000
1	300 dpi Width to Height Ratio of 6:1	SILVER (above Industry News)	☐ \$4,000	☐ \$7,000
1	300 dpi Width to Height Ratio of 6:1	BRONZE (above Member Spotlight)	☐ \$3,500	☐ \$6,000
2	300 dpi Width to Height Ratio of 2:1	BASIC (above People and Places)	☐ \$2,500	☐ \$4,500



**New Partner Profile: Habitat for Humanity**  
This week, the IBA wrapped the second episode of the Banking Connection Podcast. Bank Note Profiles, a monthly podcast to showcase the IBA's numerous partners and highlight the collaborative work being done to make Iowa a better place. In this episode, IBA President and CEO John Sorenson sits down with Greater Des Moines Habitat for Humanity CEO Lance

## COMMUNICATIONS TOOLKIT

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



8901 Northpark Drive | PO Box 6200  
Johnston, IA 50131  
800-532-1423 | FAX: 515-280-4140  
[iowabankers.com](http://iowabankers.com)



[/iowabankers](https://www.facebook.com/iowabankers)