

January

Reservation Due: 11/28/16 | Materials Due: 12/5/16

Security Technology

// Focus: Battling cyber threats

// Products: Fraud and risk management tools

Bonus distribution: CUNA Volunteer Conference

February

Reservation Due: 12/28/16 | Materials Due: 1/5/17

Credit/Debit Cards

// Focus: EMV implementation at the ATM

// Products: Card processors

***READEX MESSAGE IMPACT STUDY**



March

Reservation Due: 1/28/17 | Materials Due: 2/5/17

The Advocacy Agenda

// Focus: Legislative and regulatory priorities

// Products: Compliance resources

// Profiles of 2017 Credit Union Heroes

Bonus distribution: CUNA Governmental Affairs Conference, CUNA Marketing & Business Development Council Conference, CUNA/ACUIA Internal Audit Certification School, CUNA Consumer & Residential Mortgage Lending School

Special Issue: GAC Wrap-Up Edition

Reservation Due: 1/28/17 | Materials Due: 2/5/17

April

Reservation Due: 2/28/17 | Materials Due: 3/5/17

Human Resources

// Focus: Identifying performance metrics

// Products: Recruiting services and strategies

Bonus distribution: CUNA Enterprise Risk Management Certification School, CUNA Regulatory Compliance School, HR & Organizational Development Council Conference

May

Reservation Due: 3/28/17 | Materials Due: 4/5/17

Marketing

// Focus: Digital and social media marketing success stories

// Products: Business intelligence/data analysis

Bonus distribution: CUNA Volunteer Certification School, CUNA World Class Service Leadership School, CUNA CFO Council Conference

June

Reservation Due: 4/28/17 | Materials Due: 5/5/17

Lending

// Focus: Auto loans/leasing

// Products: Lending tools

***Readex Message Impact Study—Advertisers who place full- or half-page full-color ads in the February 2017 issue receive the Readex Message Impact Study. You'll receive a free, comprehensive report outlining readers' reactions to your ads—along with comparisons to other ads—based on attention-getting ability, believability, and information value.**

July

Reservation Due: 5/28/17 | Materials Due: 6/5/17

Technology Trends

// Focus: Developments in blockchain technology

// Products: Core processors

Bonus distribution: America's Credit Union Conference, CUNA Management School, CUNA Business Lending Certification School, CUNA HR Compliance School

August

Reservation Due: 6/28/17 | Materials Due: 7/5/17

Leadership/Management

// Focus: Board competencies and development

// Products: Board resources

Bonus distribution: National Credit Union Roundtable for Board Leadership, CUNA Economics & Investments Conference

September

Reservation Due: 7/28/17 | Materials Due: 8/5/17

Credit/Debit Cards

// Focus: Building a payments strategy

// Products: Sales and service resources

Bonus distribution: CUNA Investment Certification Schools, CUNA Collections & Bankruptcy School, CUNA Regulatory Compliance School

October

Reservation Due: 8/28/17 | Materials Due: 9/5/17

Investments

// Focus: Managing your investment portfolio

// Products: Insurance services

Bonus distribution: CUNA Governance, Risk Management & Compliance Leadership Institute, CUNA Marketing & Business Development Certification Schools, CUNA Technology and Operations, Sales & Service Council Conferences, CUNA Experience Learning Live!

Special Issue: Credit Union Rock Stars

Reservation Due: 8/28/17 | Materials Due: 9/5/17

This is an exclusive sponsorship.

November

Reservation Due: 9/28/17 | Materials Due: 10/5/17

Lending Outlook

// Focus: Loan growth areas for 2018

// Products: Mortgage resources

Bonus distribution: CUNA Lending Council Conference, CUNA Bank Secrecy Act Conference

December

Reservation Due: 10/28/17 | Materials Due: 11/5/17

Technology Innovations

// Focus: Technology outlook for 2018

// Products: Mobile wallets and mobile banking tools

Bonus distribution: CUNA Supervisory Committee & Internal Audit Conference, CUNA Enterprise Risk Management Institute, CUNA Leadership Institute