CUNA Advertising Opportunities 2021
Dear credit union system providers,

There is no such thing as “business-as-usual” anymore. We know that and know that you still need to make connections with credit unions. The way you go about doing that may be a little different than normal, and CUNA is here to help you connect with your credit union targets across the country.

Whether you’re looking to showcase thought leadership or build brand awareness, we have opportunities that will help you achieve your marketing goals within your budget. This media kit pulls together the basic details of all our advertising opportunities, to provide you the information you need as you start making marketing decisions.

Our team of system provider relations managers are here to support you through crafting and implementing your 2021 marketing efforts, whether that be through advertising, sponsorship at targeted events, participating at CUNA GAC or CUNA Associate Business Membership. Regardless of the path, we can build you a comprehensive plan that will get you in front of credit unions.

Call us today, and we can get started on a campaign that’s right for you.

Best,

Karin Sand
Vice President - System Provider Relations
Credit Union National Association

Who we are

More than 5,300 credit unions across 50 states & Washington, D.C.

More than 70,000 Board & committee members

More than 304,000 credit union professionals in all business areas:

- Compliance
- Finance
- HR
- Lending
- Management
- Marketing
- Member experience
- Security
- Technology
- Training

Here’s a little bit more about the reach that CUNA has to leaders in the industry.

Access to:

BALLAST RESEARCH, 2020

CUNA and the League’s reputation were rated #1 in the financial services industry and #5 overall against other prominent associations by Washington’s senior policymakers.
By the numbers

Credit Union Magazine: The omnichannel experience

Credit Union Magazine showcases innovative, informative and inspiring stories from the credit union movement. Now more than ever it’s a resource for credit unions looking to navigate the waters of today’s uncharted territory. Long before we found ourselves working exclusively online and spending our time in video calls, Credit Union Magazine embraced the digital arena. A new interactive platform for our digital flipbook magazine is part of our omnichannel experience for subscribers, featuring exclusive web portal content, weekly digest emails and a quarterly print and digital magazine.

15,714
Total circulation

By region

By asset

By title

As of 8/11/20

Back to Contents
## Content calendar

Each month, *Credit Union Magazine* addresses a critical topic for credit unions, allowing our editorial team to provide in-depth coverage via the *Credit Union Magazine* portal and weekly digest email, plus print and digital editions.

<table>
<thead>
<tr>
<th>Month</th>
<th>Critical topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Strategy</td>
</tr>
<tr>
<td>February</td>
<td>Cybersecurity</td>
</tr>
<tr>
<td><strong>March</strong></td>
<td><strong>Advocacy &amp; CUNA GAC</strong></td>
</tr>
<tr>
<td>April</td>
<td>Human Resources</td>
</tr>
<tr>
<td>May</td>
<td>Finance</td>
</tr>
<tr>
<td><strong>June</strong></td>
<td><strong>Young Professionals</strong></td>
</tr>
<tr>
<td>July</td>
<td>Operations</td>
</tr>
<tr>
<td>August</td>
<td>Leadership</td>
</tr>
<tr>
<td><strong>September</strong></td>
<td><strong>Technology</strong></td>
</tr>
<tr>
<td>October</td>
<td>Innovation</td>
</tr>
<tr>
<td>November</td>
<td>Compliance &amp; Risk</td>
</tr>
<tr>
<td>December</td>
<td>Lending</td>
</tr>
</tbody>
</table>

*Bold indicates print edition*
Print magazine
Published quarterly in March, June, September and December, the print edition features critical insights into the key issues facing credit unions. Due to its exclusive release schedule and impactful content, the print edition enjoys a long lifespan on desks and in the hands of executives.

Digital magazine
An interactive flipbook of the print magazine, this version resides on our website and provides readers easy, anytime access to the content featured in the print version. All advertisements that appear in the print edition also appear in the digital edition.
Cover opportunities

Stick, tip or wrap your brand around Credit Union Magazine for maximum impact. Inserts, bellybands, dot whack cover stickers and cover wraps are available, but limited.

Cover tip
Capture readers’ attention with the premium placement of a cover tip insert. The 7.625” x 10.375” card is affixed to the cover with releasable glue and can include a business reply card.

Dot whack
A dot whack is a 2” round sticker printed with your message on the magazine’s cover.

Bellyband
Your full-color art prints on the front of the bellyband. The 5” x 17.625” strip wraps around the magazine. The standard paper stock is white, glossy, 80# text.

Pricing

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Tip</td>
<td>$9,180</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$8,300</td>
</tr>
<tr>
<td>Dot Whack</td>
<td>$3,500</td>
</tr>
<tr>
<td>4-page insert in the print edition</td>
<td>$12,600</td>
</tr>
<tr>
<td>8-page insert in the print edition</td>
<td>$18,000</td>
</tr>
<tr>
<td>*Embedded video in digital edition ad</td>
<td>$850</td>
</tr>
<tr>
<td>*Embedded audio in digital edition ad</td>
<td>$850</td>
</tr>
</tbody>
</table>

*These are add on prices
Supplements 
NEW
Supplements focused on specific editorial content allow you to position your organization as an industry expert.

These supplements accompany regular issues of the magazine as a tip-in of the digital flip-book, as well as a stand-alone digital piece.

Advertisers receive a two-page advertorial spread in the supplement (one full-page ad and one full-page article).

**March**  Advocacy*
**June**  Young Professionals
**September**  Technology
**December**  Lending

**Pricing**
Two-page spread  $5,000

* Available only to CUNA Associate Business Members

Mini-campaigns
NEW
Like our major campaigns, Credit Union Hero and Credit Union Rock Stars, our mini-campaigns highlight leadership, operations and celebrations at credit unions nationwide.

Credit unions submit their stories based on the campaign focus, which our editorial team collects and curates with original content on a campaign portal page.

Sponsorship benefits, for the duration of the campaign:
- Leaderboard and MR1 ads on the campaign portal page
- Sponsor recognition in weekly emails
- Sponsor recognition in social media pushes

**Pricing**
Per mini-campaign  $10,000

Mini-campaigns themes

**January: Strategy**
How credit unions will address the “next normal.”

**March: Advocacy/GAC**
Highlights from the credit union industry’s premiere conference.

**June: Young Professionals**
Profiles of and advice for the next generation of credit union leaders.

**September: Technology**
Next-generation solutions to move the credit union movement forward.

**November: Salute to Veterans**
Stories of service and lessons in leadership.
CUNA's comprehensive supplier directory, the Buyers’ Guide lives online year-round.

A print version of the Buyers’ Guide accompanies the March print edition of Credit Union Magazine.

Credit union executives and decision makers reference the Buyers’ Guide when they're looking for new providers and new product/service offerings.

A variety of listing options are available

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option A</td>
<td>$750</td>
<td>Includes logo, 50- to 75-word company description and one category listing</td>
</tr>
<tr>
<td>Option B</td>
<td>$1,000</td>
<td>Includes logo, 50- to 75-word company description and three category listings</td>
</tr>
<tr>
<td>Option C</td>
<td>$1,500</td>
<td>Includes logo, 100- to 130-word company description and four category listings</td>
</tr>
<tr>
<td>Package 1</td>
<td>$4,000</td>
<td>Includes all benefits of Option B PLUS a 1/3-page ad in the print version</td>
</tr>
<tr>
<td>Package 2</td>
<td>$8,000</td>
<td>Includes all benefits of Option C PLUS an additional category listing and a full-page ad in the print and online versions</td>
</tr>
</tbody>
</table>
Your ad will appear on all pages of the CUNA News site, excluding specialty pages, for a month.

### Pricing per month

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>$5,200</td>
</tr>
<tr>
<td>Medium Rectangle 1</td>
<td>$4,600</td>
</tr>
<tr>
<td>Medium Rectangle 2</td>
<td>$3,500</td>
</tr>
<tr>
<td>Horizontal Banner 1</td>
<td>$2,600</td>
</tr>
<tr>
<td>Horizontal banner 2</td>
<td>$2,100</td>
</tr>
</tbody>
</table>

Each year, the website receives more than **1,000,000** page views and **527,000** average ad impressions per month. On average, there are **310** ad clicks per month.

CUNA News is where credit unions go for economic, leadership, operations and compliance stories as well as industry updates. It represents a portfolio of products including a news website, emails, podcasts, social media, and videos. Web content includes conference coverage and specialty topics as well as portals to Credit Union Magazine and Credit Union Directors Newsletter subscriber content.
Emails are sent twice/week, providing 24,175 opt-in subscribers with a special look at current industry hot topics and developments.

MORE THAN 48,000 messages delivered weekly

17.3% AVERAGE open rate
3.3% AVERAGE click rate

Email opportunities

Pricing per week

<table>
<thead>
<tr>
<th>Horizontal Banner 1</th>
<th>$1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal Banner 2</td>
<td>$1,000</td>
</tr>
<tr>
<td>Horizontal Banner 3</td>
<td>$750</td>
</tr>
</tbody>
</table>

Emails are sent twice/week, providing 24,175 opt-in subscribers with a special look at current industry hot topics and developments.
Email opportunities

The Daily

Sent five times a week to 25,070 opt-in subscribers, The Daily provides timely information on credit union advocacy stories of the day.

MORE THAN 125,000 messages delivered weekly

18% AVERAGE open rate

4% AVERAGE click rate

Pricing per week

<table>
<thead>
<tr>
<th>Horizontal Banner 1</th>
<th>$2,700</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal Banner 2</td>
<td>$2,200</td>
</tr>
</tbody>
</table>

CUNA pushing for additional flexibility in next COVID-19 relief bill
One month into the COVID-19 pandemic, CUNA and Leagues have made progress to their goals to make sure they can serve members through the pandemic and recovery, and continue to work for relief in the next piece of relief legislation.

CUs working to prepare, protect members as impact payments go out
As more than 900 million Americans prepare to receive Economic Impact Payments this week, America’s credit unions are working to make sure consumers are prepared and protected, and CUNA continues to provide resources to members.

NCUA increases funding for COVID-19 emergency response grants
Recognizing the immediate needs of credit unions and their members in the COVID-19 pandemic, NCUA is committing $1.375 million for grants to eligible low-income credit unions, an increase from the originally announced $800,000.

CUNA announces new small business lending COVID-19 webinar
Registration is now open for CUNA’s free “Navigating SBA Lending Programs in Response to the CARES Act & COVID-19 Pandemic” webinar April 15, which gives credit union lenders the latest information on new SBA programs and requirements.
The weekly digest email sends to 13,110 opt-in Credit Union Magazine subscribers.

Sponsorship includes three horizontal banners and the rectangle banner in the email for the duration of the sponsorship.

Sponsorship also includes exclusive advertising on the subscriber portal webpage for the duration of the sponsorship, both Leaderboard and Medium Rectangle 1 positions.

**Pricing**

Per month (exclusive to one sponsor) $4,000
Industry Updates are an excellent vehicle to share your thought leadership, or promote something with a call to action. They are a great lead generation opportunity – your hotlinks direct readers back to your website.

You provide the content and subject line, we'll provide the list.

Industry Updates are an excellent vehicle to share your thought leadership, or promote something with a call to action.

They are a great lead generation opportunity – your hotlinks direct readers back to your website.

**You choose the list you want to send to**

<table>
<thead>
<tr>
<th>List Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Send to all 13,110 Credit Union Magazine subscribers*</td>
<td>$4,500</td>
</tr>
<tr>
<td>Send to the Full List (all Credit Union Magazine subscribers and Web Exclusive recipients—30,800 individuals)</td>
<td>$7,900</td>
</tr>
<tr>
<td>Customize your list to reach a specific job function, asset size, or regional group</td>
<td>$8,500</td>
</tr>
</tbody>
</table>

*Subscribers with email addresses on file
## Email comparisons

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Content</th>
<th>Send Frequency</th>
<th>Recipients</th>
<th>Average Open Rate</th>
<th>Average Click Rate</th>
<th>Sponsorship Duration</th>
<th>Sponsorship Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Web Exclusives</strong></td>
<td>Current industry hot topics and developments</td>
<td>2x per week</td>
<td>24,175 opt-in subscribers</td>
<td>17.3%</td>
<td>3.3%</td>
<td>Weekly</td>
<td>Horizontal Banner 1, Horizontal Banner 2, Horizontal Banner 3</td>
</tr>
<tr>
<td><strong>The Daily</strong></td>
<td>Credit union advocacy stories of the day</td>
<td>5x per week</td>
<td>25,070 opt-in subscribers</td>
<td>18%</td>
<td>4%</td>
<td>Weekly</td>
<td>Horizontal Banner 1, Horizontal Banner 2</td>
</tr>
<tr>
<td><strong>Credit Union Magazine Email</strong></td>
<td>Credit Union Magazine articles and other subscriber exclusives</td>
<td>1x per week</td>
<td>13,110 magazine subscribers</td>
<td>20.7%</td>
<td>3.5%</td>
<td>Monthly</td>
<td>All advertising positions in the email, plus Leaderboard on portal page and Medium Rectangle 1 on portal page</td>
</tr>
<tr>
<td><strong>Industry Updates</strong></td>
<td>Customized eBlast featuring content and subject line from the advertiser</td>
<td>1x</td>
<td>Option to send to 13,110 CUMag subscribers OR 30,800 CUMag subscribers + WebEx list OR custom list to a job function, asset size or regional area</td>
<td>18.6%</td>
<td>2.05%</td>
<td>1x</td>
<td>Customized eBlast</td>
</tr>
<tr>
<td><strong>Podcast Email</strong></td>
<td>Features CUNA News podcasts</td>
<td>1x per week</td>
<td>24,175 opt-in subscribers</td>
<td>17.3%</td>
<td>3.3%</td>
<td>Monthly</td>
<td>Exclusive email sponsorship plus Leaderboard and MR1 on portal page plus sponsored intro/outro for each podcast</td>
</tr>
</tbody>
</table>
Sponsored content allows an opportunity to share your subject matter expertise and thought leadership, while also building brand awareness. Your article appears on the front page of the CUNA News website for one week and then lives on in the “articles” area.

Sponsored content is promoted through CUNA emails and CUNA News’ social media channels.

All content becomes part of the site archives and remain searchable and linkable.

Sponsored content opportunities also include a banner ad in a Web Exclusives email to help build brand awareness.

**Pricing**

| Per placement | $4,900 |
Advertising a video on the homepage of the CUNA News website is a great way to showcase your company/product with excellent positioning online.

And there's no extra work needed – you provide us the link to where your video is housed (YouTube, Vimeo, etc.) and we’ll showcase it on our website.

**Pricing**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Week</td>
<td>$1,000</td>
</tr>
<tr>
<td>Month</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

Save 20% when you secure a sponsored video and Medium Rectangle 2 ad space online for a month $5,200

**PODCAST**

**PODCAST: A deep dive into DEI**

"Becoming more diverse, more equitable, and more inclusive is a win-win for all."
**Sponsorship**

Our podcast library receives an average of **14,970 monthly downloads**—listeners download from the Podcast portal page, providing you great exposure!

**Sponsorship benefits include:**
- A sponsor intro and outro in all podcasts distributed during that time period (approx. 4/month; excludes Sponsor SME podcasts)
- Leaderboard and MR1 advertisements on the Podcast portal webpage
- Sponsorship of the Friday Podcast Email

<table>
<thead>
<tr>
<th><strong>PODCASTS RECEIVE</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1,979</td>
<td>600</td>
</tr>
<tr>
<td>AVERAGE unique listeners</td>
<td>DOWNLOADEDS in the first week</td>
</tr>
</tbody>
</table>

**Friday Podcast Email**

Weekly email alerting **24,175 opt-in subscribers** of the release of latest CUNA News Podcast.

- **17.3%** AVERAGE open rate
- **3.3%** AVERAGE click rate

Leaderboard and MR1 advertisements on the Podcast portal webpage are included.

**SME Sponsorship**

Showcase your expertise and position your company/representative as an industry expert.

With the changing world and current lack of live events and tradeshows, podcasts provide a great way to speak to credit union professionals.

You provide the subject matter expert, we’ll develop the Q&A, interview your expert and distribute the podcast to our growing audience.

All podcasts become part of the site archives and are promoted every week via email and social media.

**Pricing**

<table>
<thead>
<tr>
<th>Pricing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Month</td>
<td>$5,000</td>
</tr>
<tr>
<td>Three months (save 20%)</td>
<td>$12,000</td>
</tr>
</tbody>
</table>
Difference between good and great decisions

The board’s oversight of risk management efforts can enhance credit unions’ long-term success.

The board must understand its role in the establishment, monitoring, and evaluation of the risk management framework. The board’s oversight of risk management efforts can enhance credit unions’ long-term success. An effective and well-executed risk management program requires top-line leadership that understands and champions risk management. The board must ensure that the risk management process is aligned with the strategic goals of the organization.

The board must understand its role in the establishment, monitoring, and evaluation of the risk management framework. The board’s oversight of risk management efforts can enhance credit unions’ long-term success. An effective and well-executed risk management program requires top-line leadership that understands and champions risk management. The board must ensure that the risk management process is aligned with the strategic goals of the organization.

QUICK TAKE

1. The board should lead by example.
   - The board should ensure that risk management practices are fully integrated into every department of the credit union.
   - The board should set clear expectations and standards for the organization.

2. The board should set the tone for risk management.
   - The board should lead by example and set the tone for risk management.
   - The board should ensure that risk management practices are fully integrated into every department of the organization.

3. The board should oversee risk management.
   - The board should oversee risk management and ensure that the organization has a robust risk management program.
   - The board should ensure that the organization has a robust risk management program.

4. The board should ensure that risk management practices are fully integrated into every department of the organization.
   - The board should ensure that risk management practices are fully integrated into every department of the organization.
   - The board should ensure that risk management practices are fully integrated into every department of the organization.

Corresponding author: Dave Koch

Sources:
- Tony Ferris
- Bill Merrick
- Jennifer Plager
- Ann Hayes Peterson
- Bill Merrick

Resources

- CUNA Mutual Group
- CUNA Research
- CUNA Board and Committee Solutions
- CUNA Learning Center
- CUNA Environmental Sustainability

Credit Union Directors Newsletter

This monthly newsletter is designed for credit union board members and provides subscribers with industry innovations and updates direct from experts and fellow directors.

Your advertisement appears in both the print and the online versions.

Learn a bit about our subscribers

1,631
TOTAL
subscribers

$793 million
AVERAGE
asset size

Subscribers by position

- Board members: 17%
- President/CEO: 54%
- Credit union employees: 29%

Pricing

1x $2,000
6x $1,800
12x $1,700

Back to Contents
Contact us

Lisa Dushack
Manager, System Provider Relations - West
dushack@cuna.coop or call 800-356-9655, ext. 4220

Michelle Dosher
Manager, System Provider Relations - East
dosher@cuna.coop or call 800-356-9655, ext. 4006

For more information on all of our opportunities for system providers, visit cuna.org/promote.

Karin Sand
Vice President of System Provider Relations
800-356-9655, ext. 4883

Michelle Johnson
Manager of Associate Business Membership
800-356-9655, ext. 4053

Marlene Laufenberg
Executive Assistant
800-356-9655, ext. 4341

West Territory – Lisa Dushack
East Territory – Michelle Dosher
*Location is based on company headquarters