Media Kit

Advertising & Event Sponsorship Opportunities

from the California and Nevada Credit Union Leagues
California & Nevada Credit Unions

Your Prime Opportunity!

Today’s competition is fierce, and credit unions are seeking targeted products and services to help expand their loan portfolios, and explore new service and security technologies. The California and Nevada Credit Union Leagues (the “Leagues”) have many resources and exciting opportunities to reach credit union decision makers.

The Leagues are the largest state trade association for credit unions, recognized nationally and internationally as an innovative force in our industry. Our member credit unions look to our publications and website as a viable resource to help them with their everyday objectives. League programs and updates, along with extensive products and services, provide solutions to the ever growing demands of executives. By advertising with the Leagues, you can capitalize on our close relationship with our members, and our well-respected reputation among influential credit union leaders throughout California and Nevada.

The Leagues are your key to this strong, growing market:

- 246 credit unions
- $214.7 billion in total assets
- 12.9 million credit union members

Information of Q1-2020
CU League Mobile App

Increase your engagement with your next clients by placing an ad in the League’s Mobile App. The California and Nevada Credit Union Leagues’ mobile app is a member benefit that brings relevant League and industry information and resources right to members’ fingertips, 24/7. It also acts as the primary event app for key League conferences and events, providing instant access to registration, event and hotel information, maps, handout materials, and messaging.

Choose from advertising in the News area, the Forums, Advocacy, or Events, depending on your audience.

**Frequency:** Variable

**Closing Deadline:** Varies by year. Please contact us for more details.

**SPECIFICATIONS:**
- Banner ad: 1242 pixels wide by 165 pixels high; and no more than 40K in size; .png, .gif, or .jpg formats accepted. Provide necessary URL for hyperlink.

<table>
<thead>
<tr>
<th>CU League Mobile App Rates</th>
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<tbody>
<tr>
<td><strong>Run</strong></td>
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<tr>
<td><strong>News</strong></td>
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<td></td>
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<tr>
<td><strong>Forum</strong></td>
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<td><strong>Advocacy</strong></td>
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<tr>
<td><strong>Events</strong></td>
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CU Weekly Newsletter

CU Weekly is the California and Nevada Credit Union Leagues’ exclusive digital communication for industry information and news sent every Friday to member credit unions and League affiliates. CU Weekly comprises aggregate content on hot topics and trends from in- and outside the California and Nevada credit union world. Articles are sourced from League contributors, affiliate partners, business units, and trending media stories and applied in the League App and social media platforms. With a distribution list of over 8,000, CU Weekly is an all-inclusive tool member credit unions need to maximize League membership.

To increase the visibility and prominence of your organization, choose from advertising directly on the CU Weekly email (banner ad) or landing pages where CU Weekly articles appear (note, both the App and CU Weekly direct readers to these landing pages). CU Weekly landing page leaderboard ads will appear on the CU Weekly, Top News, All The News, and The Week Ahead landing pages.

Frequency: Weekly

Closing Deadline: Five business days prior to publication delivery date.

SPECIFICATIONS:

- eBlast Banner ad: 600 pixels wide by 125 pixels high; and no more than 40K in size; .png, .gif, or .jpg formats accepted. Provide necessary URL for hyperlink.
- Landing Page Leaderboard ad: 1200 pixels wide by 250 pixels high; and no more than 40K in size; .png, .gif, or .jpg formats accepted. Provide necessary URL for hyperlink.

CU Weekly Rates

<table>
<thead>
<tr>
<th></th>
<th>Run</th>
<th>Cost per Run</th>
<th>Total Cost</th>
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</thead>
<tbody>
<tr>
<td>eBlast Banner ad</td>
<td>1 week</td>
<td>$1,500</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>2 weeks</td>
<td>$1,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Landing page Leaderboard ad</td>
<td>2 weeks</td>
<td>$750</td>
<td>$1,500</td>
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</table>
**Education & Training newsletter**

Sponsor issues of our weekly *Education & Training eNewsletter*. The eBlast features upcoming webinars, seminars, and conference promotions, and is one of the two primary eBlasts regularly sent to League members. Power Learner Passport subscribers rely on the Education and Training newsletter to plan their educational training.

Advertising consists of one banner ad per issue.

**Frequency:** Weekly

**Closing Deadline:** Five business days prior to publication delivery date.

**SPECIFICATIONS:**
- Banner ad: 600 pixels wide by 125 pixels high; and no more than 40K in size; .png, .gif, or .jpg formats accepted. Provide necessary URL for hyperlink.

### Education & Training Rates

<table>
<thead>
<tr>
<th>Sponsor Spots</th>
<th>Run</th>
<th>Cost per Run</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 week</td>
<td>$500</td>
<td></td>
<td>$500</td>
</tr>
<tr>
<td>12 weeks</td>
<td>$250</td>
<td></td>
<td>$3,000</td>
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</tbody>
</table>

**Education & Training Rates**

**RUN**

- **1 week**
  - Cost per Run: $500
  - Total Cost: $500

- **12 weeks**
  - Cost per Run: $250
  - Total Cost: $3,000

**Closing Deadline:** Five business days prior to publication delivery date.
Our **www.ccul.org** advertising options can boost brand awareness and drive traffic to your site. Place your ad on one or all of the following pages of our website and targeted directly to your preferred audience. From our top-hit pages with an exclusive presence, to the interior pages of our site, your ad will rotate prominently at the top of your selected advertising area. Visit www.ccul.org to see ads in action.

All ad placements are based on availability and will place on the following landing pages.

- **EXCLUSIVE** CU Connections
- **EXCLUSIVE** Members in the News
- **EXCLUSIVE** Your Economy, Your Credit Union
- **Interior Pages** (up to seven different advertisers): Credit Union Solutions, Shapiro (Small) Credit Unions, Chapters, Financial Capability, Galleries

**Frequency:** Bi-weekly

**Closing Deadline:** Five business days prior to publication delivery date.

**SPECIFICATIONS:**
- 1200 pixels wide by 250 pixels high; no more than 40K in size. Provide necessary URL for hyperlink. The interior pages cycle their display as pages are refreshed.

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### Website Advertising Rates (bi-weekly run)

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<thead>
<tr>
<th></th>
<th>2-week run</th>
<th>4-week run**</th>
<th>6-week run**</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exclusive</strong></td>
<td>$800</td>
<td>$1,200</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>Interior pages</strong></td>
<td>$600</td>
<td>$1,000</td>
<td>$1,200</td>
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</table>

*Exclusive advertiser will rotate with League-specific events, products, and services.

**Total Cost. New ad requested regularly.
Sponsored Email Blasts

Our sponsored email blasts (eBlasts) help you reach the audience you want. Featuring member-specific content or highly targeted economic data, our eBlasts are a great way to put your brand in front of high-level decision makers.

**YOUR LEAGUE IN ACTION**

Your League in Action show the unique power of credit unions in their local communities, as well as a statewide level. This quarterly e-communication has more than 7,000 subscribers.

Advertising consists of one exclusive banner ad per quarterly issue, as well as exclusive landing page representation.

**Frequency:** Quarterly

**Closing Deadline:** Five business days prior to publication delivery date.

**SPECIFICATIONS:**

- Banner ad: 600 pixels wide by 70 pixels high; and no more than 40K in size. .png, .gif, or .jpg formats accepted. Provide necessary URL for hyperlink.
- Logo: .png or .eps formats required. Provide necessary URL for hyperlink.

**LOCAL ECONOMIC FORECAST**

Routine localized Economic forecast eBlasts that are highly targeted across local regions in California and Nevada — including intriguing viewpoints, trends, and projections so credit unions can plan appropriately. Exclusive advertising in each regional eblast.

**Frequency:** Seasonal (40 per year)

**Closing Deadline:** Upon receipt of contract.

**SPECIFICATIONS:**

- Banner ad: 600 pixels wide by 70 pixels high; and no more than 40K in size. .png, .gif, or .jpg formats required. Provide necessary URL for hyperlink.

### Your League in Action Rates

<table>
<thead>
<tr>
<th></th>
<th>Run</th>
<th>Cost per Run</th>
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</table>
| Sponsor Spots    | 1 quarterly run $700

### Local Economic Forecast Rates

<table>
<thead>
<tr>
<th></th>
<th>Run</th>
<th>Cost per Run</th>
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</thead>
<tbody>
<tr>
<td>Exclusive Sponsorship</td>
<td>One locale $600</td>
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</tbody>
</table>
QUARTERLY REGIONAL CREDIT UNION TRENDS

Unique local county and regional trends in credit union membership, loans, deposits and operations across California and Nevada.

Exclusive advertising in each regional eblast.

**Frequency:** Quarterly

**Closing Deadline:** Upon receipt of contract.

**SPECIFICATIONS:**
- Banner ad: 600 pixels wide by 70 pixels high; and no more than 40K in size; .png, .gif, or .jpg formats accepted. Provide necessary URL for hyperlink.

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**Quarterly Regional CU Trend eBlast Rates**

<table>
<thead>
<tr>
<th></th>
<th>Run</th>
<th>Cost per Run</th>
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</thead>
<tbody>
<tr>
<td><strong>Exclusive Sponsorship</strong></td>
<td>1 issue</td>
<td>$700</td>
</tr>
</tbody>
</table>
CU Quarterly Performance Report

A comprehensive data and performance report targeting C-level executives, senior management, and board directors.

**Frequency:** Quarterly

**Closing Deadline:** Upon receipt of contract.

**SPECIFICATIONS:**
- Company logo in .eps format.

### Webinar Sponsorship Rates

<table>
<thead>
<tr>
<th>“Exclusive” Sponsorship</th>
<th>Please inquire</th>
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</thead>
</table>

For questions, please contact:

**Cindy Tullues Peterson**
Advertising Manager
800.472.1702, ext. 6042
cindyt@ccul.org

or

**Joe Keller**
Leagues Vice President of Communications & Marketing
800.472.1702, ext. 6020
jkeller@ccul.org
Event Sponsorships

Event sponsorships are managed by our Education and Training Department. For information on these sponsorships, and to inquire on deadlines and rates, please contact Deanne Figueras at 909.212.6025.

Conferences/Events
Enhance your brand’s visibility while expressing your commitment to the credit union movement. League events attract credit union representatives from across the country and offer a wide variety of sponsorships to fit every budget. Your sponsorship is reinforced with verbal recognition, conference signage, and website and program acknowledgment.

REACH
The REACH conference is the California and Nevada Credit Union Leagues’ Annual Meeting & Convention. It is designed to enable all attendees to receive continuing education, build professional networks, and discover new technologies, products and services in a professional industry-focused environment. This event is held in the fall. Various sponsorship levels available.

CREDIT UNION SACTOWN RUN
The Credit Union SacTown Run in Sacramento, CA brings together credit unions and runners from across the country, with a shared vision of fundraising and helping children. The proceeds from this event support local Children’s Hospitals that belong to the Children’s Miracle Network Hospitals, a non-profit international organization that helps to treat millions of children across the U.S. and Canada. This event is held in the spring and is run jointly by the California and Nevada Credit Union Leagues and the Sacramento Running Association.

CU FINHEALTH
The CU FinHealth™ conference examines how credit unions are measuring their members’ financial health, working to improve it, and documenting the results. The conference also explores the connections between financial health, physical health, technology and advocacy.

YOUR ECONOMY, YOUR CREDIT UNION
A special gathering of C-level executives, operations managers, board directors and others. We take a unique California/Nevada spin on where the economy, interest rates and politics are headed; what credit union should be prepared for; and how local factors will impact membership and employees. This event takes place in late spring/early summer.

ADVOCACY EVENTS
With advertising and sponsorship opportunities as diverse as our membership, reach your target audience with exclusive presence during the League-specific meetings at the CUNA Governmental Affairs Conference, the California Government Relations Rally, the Nevada Government Relations Rally, and Hike the Hill events.

SHAPIRO SUMMIT
The annual Shapiro Summit event gives a forum for small credit unions to discuss important issues impacting their institutions. Known for its educational content and networking opportunities, the summit hosts CEOs and credit union industry professionals to engage in an all-day discussion on using the right tools and strategies to help elevate credit union operations and the lives of credit union members.

CHAPTER FORUM
Chapter Forum is an exclusive event for League-chapter credit union leaders that promotes learning, leadership, teambuilding, and networking. Participants celebrate chapter achievements and inspire each other to new accomplishments in the coming year.

Seminars
Each year, Leagues’ seminars draw an audience of credit union professionals and volunteers who seek new skills and solutions. Make a powerful impression for your brand by sponsoring these face-to-face educational experiences.
League Advertisers and Sponsors*

Advanced Network, Inc.
Akcelerant
Ascensus
Alliance Reverse Mortgage
ALM First
Alt + FO Information Governance
American Driving Records
American Share Insurance (ASI)
Autoland, Inc.
Balance Sheet Solutions
BancVue
Btech
BFB Gallagher
Business Compensation Consulting (BCC)
California Credit Union Collectors Council
Card Services for Credit Unions/FIS
Cardtronics
Carroll & Associates LLP
Catalyst Corporate Federal Credit Union
Check Printing Solutions
CliftonLarsonAllen LLP
Cobo, Inc.
Community Mortgage Funding
Cook Security Group
CO-OP Financial Services
Credit Union Student Choice
CRIF Lending Solutions
CSCU
CU Direct
CU Engage
CU Realty Service
CU Solutions Group
CU*Answers, Inc.
CU*NorthWest
cuasterisk.com
CUES
CUILA
CUNA Mutual Group
CUNA Strategic Services
D. Hilton Associates
D+H
Dealertrack Technologies
Digital Benefit Advisors - CU Services
Econocheck
ELAN Financial Services, Inc.
Equifax
EverFi
Excess Share Insurance (ESI)
Executive Benefits Solutions
Federal Home Loan Bank of San Francisco
Finastra
FIS
Fiserv
Flex
Frontline STC, Inc.
FSSI
FTSI
Global Enterprise Resource Group
Golden Eagle Insurance
Haberfeld Associates
Harland Clarke
HR Performance Solutions
iLendingDIRECT
IMN
Info-Pro Lender Services
Integrated Builders Group
InterWest Insurance Services, Inc.
John M. Floyd & Associates
JUDI.AI
Kane Graphical
Kasasa
Kaufman Hall
La Macchia Group
Larky
Love My Credit Union Rewards
LSC
MagTek, Inc.
MARQUIS
McQueen Financial Advisors
Member Access Pacific
Members Access Processing (MAP)
MEMBERS Trust Company
Mercury Mechanical Protection
MeridianLink
Meyer-Chatfield Group
ModusBox
Mogl
Momentum
Moore Brewer Wolfe Jones Tyler & North
Moss Adams, LLP
MPX
National Credit Union Foundation
NewGround
NYMBUS
Office Depot
OM Financial Group
O’Rourke & Associates
PolicyWorks LLC
PDP Group, Inc.
PSCU
PurchaseOne by Alaska USA Federal Credit Union
Pure IT Credit Union Services
Radiant Ride
Richard Myles Johnson Foundation
Samaha & Associates
Sectran Security
Servion Mortgage
Shazam
Sprint
State National Companies
Strategic Resource Management
Stearns Financial Group
SunTrust Robinson Humphrey
SWBC
Symitar
Transamerica
TransUnion
Treillage
TruEdge
TSYS
Turner, Warren, Hwang & Conrad AC
Ultracs Corp
Velocity Solutions, Inc.
Visa Inc.
Visible Equity
Western CUNA Management School
West Monroe Partners

* Both current and former sponsors/advertisers
2020 Events

CUNA Governmental Affairs Conference
February 23–27, 2020
Washington, D.C.

Credit Union SacTown Run
April 5, 2020
California State Capitol Mall
Sacramento, CA

California Government Relations Rally
April 13–14, 2020
Sacramento, CA

CU FinHealth20
April 29–May 1, 2020
San Antonio, Texas

Western CUNA Management School
July 12–24, 2020
Claremont, CA

Your Economy, Your Credit Union
August 26, 2020
Southern California

PAC Multi-Chapter Golf Tournament
September 14, 2020
Angeles National Golf Club, Sunland, CA

REACH 2020
and Chapter Forum
Oct. 25–29, 2020
Palm Desert, CA