



2024 MEDIA KIT

Advertising & Event Sponsorship Opportunities



California & Nevada Credit Unions

Your Prime Opportunity!

For questions, please contact:

Carmelita Keller
909.212.6027
carmelitak@ccul.org

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, exclusive market:

- **221** credit unions
- **\$280 billion** in total assets
- **13 million** credit union members

Information of Q3-2023



Website Advertising

For questions, please contact:

Carmelita Keller
909.212.6027
carmelitak@ccul.org

Explore the advertising opportunities available at www.ccul.org to enhance your brand visibility and attract more visitors to your website. You can choose to feature your advertisement on specific pages of our website, reaching your desired audience effectively. Whether you opt for prime placement on our high-traffic pages or prefer to be showcased on our interior pages, your ad will receive prominent exposure in your selected advertising space. To witness these advertising options in action, visit www.ccul.org today.

All ad placements are based on availability and will place on various news article pages (at the discretion of the Leagues):

Frequency: Monthly

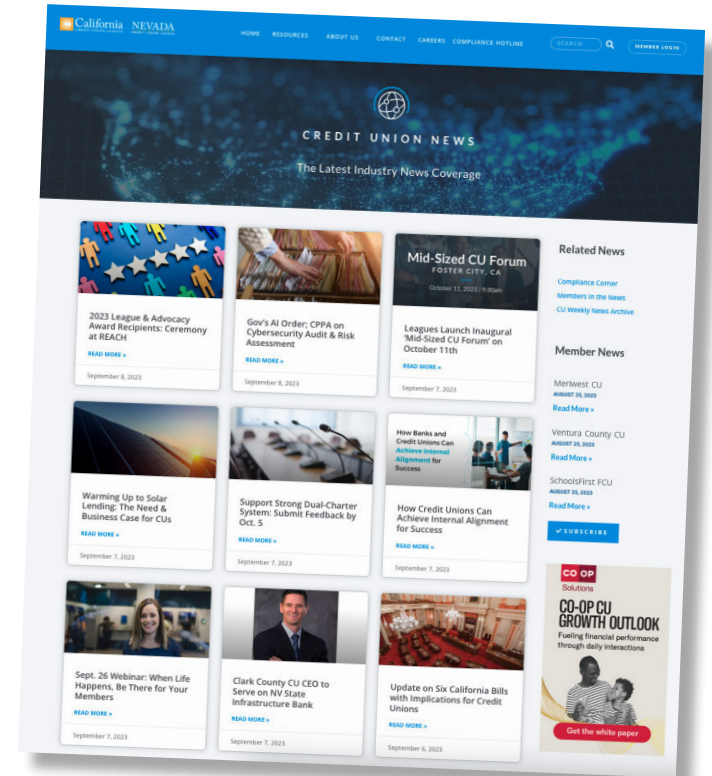
Closing Deadline: Five business days prior to run date.

SPECIFICATIONS:

- 320 pixels wide by 480 pixels high; .png, .gif, or .jpg formats accepted. Provide necessary URL for hyperlink.

Website Advertising Rates (monthly run)		
	1-month run	4-month run**
Exclusive	\$2,000	\$3,200

**Total Cost.
New ad requested regularly.



CU Weekly Newsletter

For questions, please contact:

Carmelita Keller
909.212.6027
carmelitak@ccul.org

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 that we apply to social media platforms. With a distribution list of over 5,000, *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* and other League news articles appear (see Website Advertising on page 3).

Frequency: Weekly

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

SPECIFICATIONS:

- eBlast Banner ad: 320 pixels wide by 480 pixels high; .png, .gif, or .jpg formats accepted. (Note, animated .gifs will not animate on emails, only on websites.) Provide necessary URL for hyperlink.

CU Weekly Rates			
	Run	Cost per Run	Total Cost
eBlast Banner ad	1 week	\$2,000	\$2,000
	2 weeks	\$1,500	\$3,000



Impact and Development Newsletter

For questions, please contact:

Carmelita Keller
909.212.6027
carmelitik@ccul.org

Sponsor issues of our weekly *Impact and Development Newsletter*. 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 *Impact and Development Newsletter* to plan their educational training.

Advertising consists of one banner ad per issue.

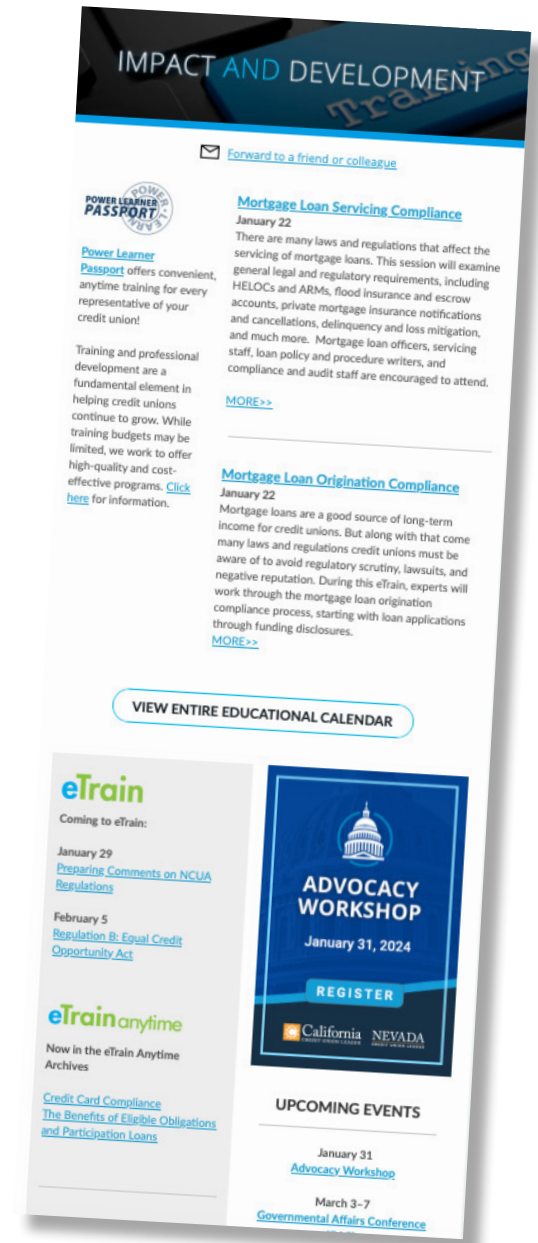
Frequency: Weekly to an audience of more than 6,000 subscribers.

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

SPECIFICATIONS:

- 320 pixels wide by 480 pixels high; .png or .jpg formats accepted. Provide necessary URL for hyperlink.

eNewsletter Rates			
	Run	Cost per Run	Total Cost
Sponsor Spots	1 week	\$1,000	\$1,000
	12 weeks	\$500	\$6,000



eTrain Sponsorship

For questions, please contact:

Carmelita Keller
909.212.6027
carmelitak@ccul.org

eTrain is the California and Nevada Credit Union Leagues' exclusive online training platform, offering hundreds of on-demand learning options covering accounting, business development, compliance, HR, leadership, lending, operations, volunteers, and more. eTrain serves credit unions across the United States, with its heaviest engagement in California, Nevada, Utah, Maryland, Pennsylvania, New Jersey, and the District of Columbia. Sponsor a webinar of your choice and get your brand in front of a tailored, highly-motivated group of credit union professionals.

Frequency: eTrain webinars are accessible from the League's website at www.ccul.org/education/. For a direct list of upcoming webinars, please visit canv.etrain-cu.com.

Closing Deadline: Two weeks prior to webinar release date.

SPECIFICATIONS:

Static Image Advertising

- Includes placement of one (1) static image to appear for 15 seconds before learning starts. (File Type: JPG; File Size: < 2MB; Dimensions: < 720 x 405 pixels)
- Learner cannot advance or skip viewing of the static image.
- Logo recognition on webinars marketing website(s). (File Type: JPG; File Size: < 2MB; Dimensions: < 600 x 400 pixels)
- Mention recognition when webinar is highlighted in an eNewsletter*.
- Term of sponsorship is for the life of the program or 90 days, whichever comes first.

Animated Image Advertising

- Includes placement of one (1) video, with no audio, to appear for 30 seconds before learning starts. (File Type: MP4)
- Learner cannot advance or skip viewing of the video.
- Logo recognition on webinars marketing website(s). (File Type: JPG; File Size: < 2MB; Dimensions: < 600 x 400 pixels)



eTrain Sponsorship Rates

	2-week run
Static Image	\$700
Animated Image	\$850
Video (with Audio)	\$1,000

***Total Cost.
New ad requested regularly.*

- Mention recognition when webinar is highlighted in an eNewsletter*.
- Term of sponsorship is for the life of the program or 90 days, whichever comes first.

\$1,000 Video Audio Advertising

- Includes placement of one (1) one video with audio, to appear for 30 seconds before learning starts. (File Type: MP4)
- Learner cannot advance or skip viewing of the video.
- Logo recognition on webinars marketing website(s). (File Type: JPG; File Size: < 2MB; Dimensions: < 600 x 400 pixels)
- Mention recognition when webinar is highlighted in an eNewsletter*.
- Term of sponsorship is for the life of the program or 90 days, whichever comes first.

**Some exceptions apply. Not applicable to all webinars.*

Event Sponsorships

For questions, please contact:

Carmelita Keller
909.212.6027
carmelitak@ccul.org

For a list of upcoming League events, please visit www.ccul.org/education

Event sponsorships are managed by our Impact and Development Department. For information on these sponsorships, and to inquire on deadlines and rates, please contact Carmelita Keller at 909.212.6027.

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. Following is some League events we have planned.

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.**

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.

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.

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.

LEAGUE NETWORK EVENTS

The League's Networks are comprised of regional local networks who are run by local credit union leaders throughout the states of California and Nevada. The League puts on statewide events twice a year, to promote learning, leadership, teambuilding, and networking.

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.