

Credit Union Magazine Email Alerts

Credit Union Magazine Email Alerts are sent to a subscriber list of 13,000 credit union executives, managers, and volunteers with an average open rate of 32% in 2009. Your message will be surrounded by Credit Union Magazine content and viewed by more than 4,000 credit union decision makers each week.

You can select one of the three ad types including an advertorial option all set up with links back to your web site. Contact your sales rep for information and availability.

E-mail Alert Rates

	1 time	4 times	8 times	12 times
Industry Update Sponsorship	\$3,500	\$3,250	\$3,000	\$2,750
Banner Ads	\$1,000	\$925	\$775	\$700
Button Ads	\$650	\$600	\$500	\$450

Table of Contents and New Web Exclusives

One banner ad and multiple buttons available. Sent the 1st and 2nd weeks of the month.

Top 10 News

Two banner ads and multiple buttons available. Sent the 3rd week of the month.

Industry Update

440 x 750 space for your message. You select the send date. Contact your sales rep for availability.

E-mail Alert specifications

Button Ads=125 X 125 pixels, 15k Maximum
 Banner Ads=500 X 130 pixels, 15k Maximum
 Advertorial=440 X 750 pixels

File Type: GIF or JPG
 Animation: Up to three-frame animated GIF or JPG, one rotation.
 Material Deadline: Two weeks prior to live/send date.