Ad frequency	1 time	3 times	6 times	9 times	12 times
Four color					
Full page	$6,655	$6,315	$5,915	$5,510	$5,105
Half page	4,660	4,420	4,140	3,860	3,575
Third page	4,190	3,980	3,725	3,470	3,220
Two color					
Full page	$5,805	$5,510	$5,160	$4,805	$4,455
Half page	4,060	3,860	3,610	3,365	3,120
Third page	3,655	3,470	3,250	3,025	2,810
Quarter page	1,985	1,870	1,750	1,625	1,510
Black and white					
Full page	$4,955	$4,700	$4,400	$4,100	$3,800
Half page	3,470	3,295	3,080	2,870	2,660
Third page	3,120	2,960	2,772	2,585	2,395
Quarter page	1,695	1,595	1,490	1,390	1,290

Classified

	2 times	3 times	6 times	12 times
Per line	$7.55	$7.20	$6.10	$5.45

Quarter page ads appear in the Marketplace section.
Junior spread—Single half-page rate doubled.
Two-page spread—Single-page rate doubled.
Bleed—No additional charge (applies to full-page or two-page spread only).

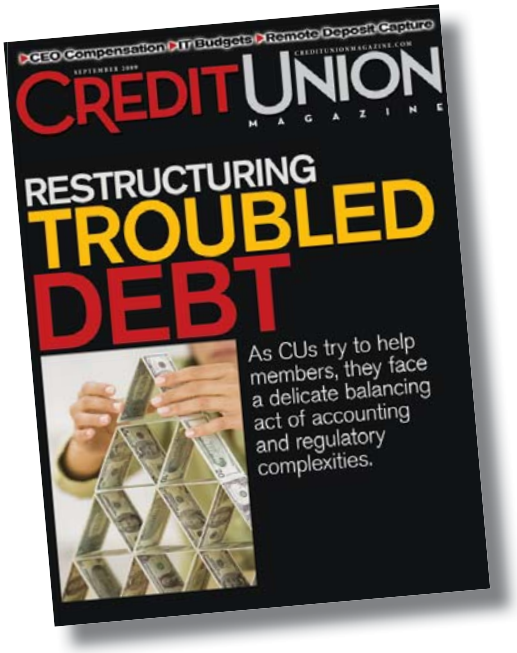
See web site for ad dimensions.

Rates for Credit Union Magazine Inserts

Quantity	2 page	4 page	8 page
5,000	$3,245	$4,870	$6,570
10,000	3,785	5,950	6,825
Full run	5,410	9,195	10,095

Note: Tipped inserts have a surcharge of $900 for the carrier card.

All rates assume the advertiser supplies acceptable, preprinted inserts. *Credit Union Magazine* can provide insert printing services; please contact your sales representative for pricing.



Special Offer!

Sign a 9-time full- or half-page ad contract by 12/13/09 and get a FREE 1-page advertorial at the end of your campaign. Sign a 12-time contract and get two pages!
Contact your sales representative for details.

Premium Positions

- Consecutively run B&W ads—plus 5% per extra ad.
- Consecutively run 2-color ads—plus 10% per extra ad.
- Consecutively run 4-color ads—plus 15% per extra ad.
- Editorial position—plus 10%.
- 2nd, 3rd cover, page 3—plus $500 (noncancellable).
- 4th cover—plus $600 (noncancellable).

Discounts

- Contract year: Ads must be inserted within a 12-month period to earn the 3-, 6-, 9-, and 12-time rates. Any insertions beyond 12 times will receive a 5% reduction from the 12-time net rate. This applies only to insertions under one contract.
- See page 10 for ad package information.

Inserts

See web site for rates and specifications.