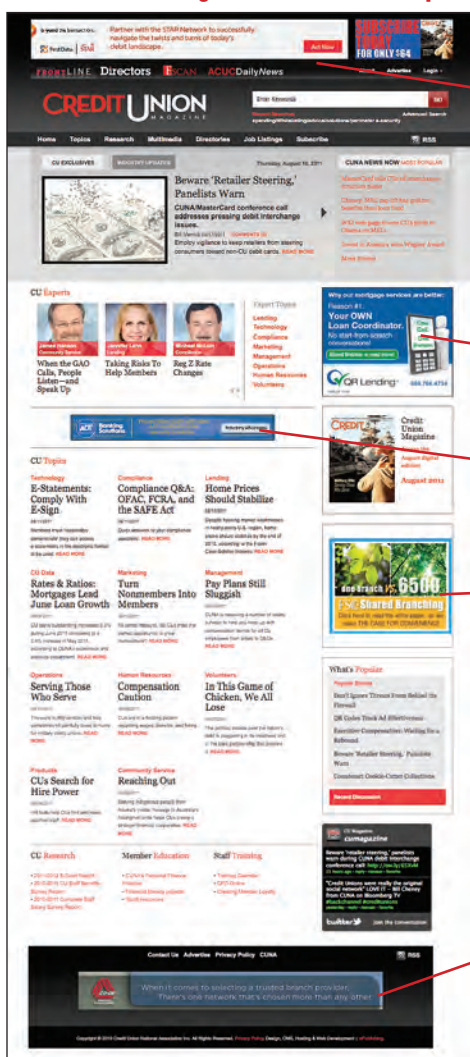


Ads on *creditunionmagazine.com*

Command attention with ads on *creditunionmagazine.com*'s home and topic pages. With the right rail position, your ad will have 100% of readers' interest. Topic pages include lending, marketing, technology, operations, human resources, community service, credit union data, compliance, management, volunteers, products, and research portal.

On average, *creditunionmagazine.com* receives more than **25,000 page views per month from 7,325 unique domains.**

creditunionmagazine.com Ad Specifications



Header Leaderboard
728 x 90 pixels

Right Rail
300 x 250 pixels

Mini Banner
468 x 60 pixels

White Paper
275 x 230 pixels

Footer Leaderboard
728 x 90 pixels

Electronic Ad Specifications

- GIF, JPEG, and SWF file formats accepted.
- Flash ads must be 50k or smaller in size. Use Flash versions 4 - 10.
- All SWF files require images, fonts embedded, and click tags.
- All digital and print advertising must follow the General Conditions on page 12.

Ad Rates* for *creditunionmagazine.com*

Ad frequency	1 time	4 times	8 times	12 times
Header Leaderboard				
Front page	\$3,150	\$2,835	\$2,520	\$2,205
Topic page	\$1,260	\$1,135	\$1,010	\$880
Right Rail				
Front page	\$2,890	\$2,560	\$2,310	\$2,020
Topic page	\$945	\$850	\$755	\$660
Mid Page Mini Banner				
Front page	\$2,205	\$1,985	\$1,765	\$1,545
Footer Leaderboard				
Front page	\$1,575	\$1,420	\$1,260	\$1,105
Topic page	\$525	\$475	\$420	\$370
White Paper Link				
Front page	\$1,575	\$1,420	\$1,260	\$1,105

*Rates not eligible for discounts

List Your Company in our Online Directories

Our online directories will provide great exposure for your company. We offer:

Buyer's Guide. Select a listing option:

- ▶ Basic listing (free). Includes company name, address, contact person, and phone number.
- ▶ Enhanced listing (\$400). Includes company name, address, contact person, phone number, Web address with live link, and 50-word product/company description.
- ▶ Premium listing (\$800). Includes everything in the enhanced basic listing plus a 100-word description and a four-color logo.
- ▶ Category Sponsorship (\$2,500). Includes company name, address, contact person, phone number, Web address with live link, 700-word description, four-color logo, first position in the category plus a "sponsored by" message before the category. For category sponsorship, please use the Premium listing form and contact Linda Crocker at lcrocker@cuna.com or at (800) 356-9655, ext. 4122.

Information Systems Guide

Our annual Information Systems Guide, published each December, lists the top credit union core processing companies. For pricing information, contact Linda Crocker at lcrocker@cuna.com or 800-356-9655, ext. 4122. The materials deadline is October 15, 2012.