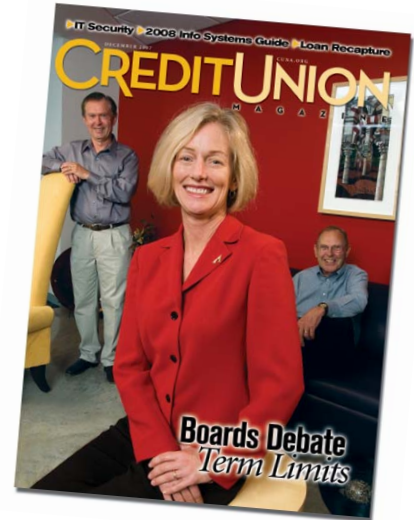


CREDIT UNION MAGAZINE'S

DAILY NEWS



CUNA'S 2008 AMERICA'S CREDIT UNION CONFERENCE & EXPO



Here's your chance to advertise in *ACUC Daily News*: June 29-July 2, 2008, in New York

Ads in *Credit Union Magazine's ACUC Daily News* guarantee the credit union movement's leading executives will see what you have to say.

Call attention to your exhibit booth in *Credit Union Magazine's ACUC Daily News*.

The issues and challenges facing today's credit union leaders continue to mount. CUNA's 2008 ACUC in New York promises to be the best yet. Executives from credit unions of all sizes will attend. *Credit Union Magazine's ACUC Daily News* is the official newspaper of America's Credit Union Conference & Expo. Attendees will turn to it Monday, Tuesday, and Wednesday for details about meetings, daily schedules, key updates, and information.

Each edition of *ACUC Daily News* will be posted on CUNA's Web site, cuna.org. Credit unions across the U.S. will see a link to each daily as they log on to get updates from America's Credit Union Conference & Expo. ♦

ACUC Daily News Rates Per Insertion

Ad size	1 day	2 days	3 days
1 page, 4-color	\$1,930	\$1,785	\$1,575
1 page, B&W	1,330	1,250	1,175
1/2 page, B&W	665	600	570
1/3 page, B&W	580	540	500

Extend your reach with *Credit Union Magazine*— 100% market penetration

Before, during, and after America's Credit Union Conference & Expo, promote your company with ads in the most widely read publication in the credit union movement, *Credit Union Magazine*.

Credit Union Magazine reaches more than 32,000 credit union leaders each month. The BPA-audited pass-along rate of 3.1 means nearly 100,000 additional readers will see your ad! No other financial services industry publication matches the reach of *Credit Union Magazine*.

Each issue is sent to all affiliated credit unions, which means 100% market penetration for your product. The July issue will be dropped at all ACUC attendees' hotel rooms as a special bonus distribution.

Get your message out through *ACUC Daily News* and *Credit Union Magazine*. ♦



Credit Union National Association

CUNA's 2008 AMERICA'S CREDIT UNION CONFERENCE & EXPO INSERTION ORDER

Select which issues:

ACUC DAILY NEWS:

- MONDAY, June 30
- TUESDAY, July 1
- WEDNESDAY, July 2

Closing Dates:

Ad space = May 21
Creative materials = June 2

Please complete the following information and fax to 608-231-4370 or email to ldushack@cuna.com

Exhibitor Advertiser Discount

Exhibitors receive 10% off each insertion in the *ACUC Daily News*. Advertisers with a 12x and 9x contract for *Credit Union Magazine* receive a half-price, full-page black and white ad in the *ACUC Daily News*. Visit our Web site at b2cu.cuna.org.



Digital Spec: Adobe Acrobat press optimized PDF. Embed all fonts. Provide on Macintosh formatted zip disk or CD. Also provide laser proof of ad.

Ship disk or CD to:
Credit Union Magazine
5710 Mineral Point Road
Madison, WI 53705-4454 or
e-mail to ldushack@cuna.com

For more information, contact
Cathy Woods at 602-863-2212
cathy.woods@mediawestintl.com
West, Southwest, Southeast;
Chris Kennedy at 847-656-0322,
ext. 3008 ckennedy@cuna.com
Midwest region;
Mike Shevlin at 847-656-0322,
ext. 3009 mshvlin@cuna.com
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Agency _____

Advertiser _____

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Address _____

City/State/Zip _____

Phone _____ Fax _____

E-Mail _____

P.O. Number _____

Headline _____

Ad Size _____

- 4-Color
- One color: black: full-page, 1/2 page, 1/3 page (circle size)
- I qualify for a 10% exhibitor's discount.
- My ad will run in the July issue of *Credit Union Magazine*.
- As a 12x advertiser, I qualify for a half-price, full-page black & white ad.
- As a 9x advertiser, I qualify for a half-price, full-page black & white ad.

Gross Rate per ad \$ _____

Less Discount \$ _____

Net Rate per ad \$ _____

Total Contract amount \$ _____

Special Instructions _____

