

# CUNA's Governmental Affairs Conference

# Daily News

A NEWS PUBLICATION FROM CREDIT UNION MAGAZINE

## Here's your chance to advertise in the GAC Daily News: March 2-6, 2008, in Washington, D.C.

Ads in *Credit Union Magazine* and the *GAC Daily News* guarantee that 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 GAC Daily News*.

The issues and challenges facing today's credit union leaders continue to mount. CUNA's 2008 Governmental Affairs Conference in Washington, D.C., promises to be one of the best ever. Executives from credit unions of all sizes will attend. And they will turn to *Credit Union Magazine* and the *GAC Daily News* for information on the issues that affect how they do business.

The *GAC Daily News* is the official newspaper of the GAC. Attendees will turn to it Sunday, Monday, and Tuesday for details about the meetings, daily schedules, key updates, and information.

**Each edition of the GAC Daily will be posted to CUNA's Web page [cuna.org](http://cuna.org). Your ad will be seen by credit unions across the U.S. as they log on to get updates on the GAC. ♦**

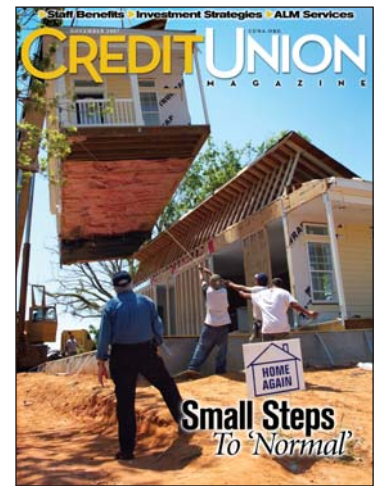
## Extend your reach with *Credit Union Magazine*—100% market penetration

Before, during, and after the GAC, promote your company with ads in the most widely read publication in the credit union movement, *Credit Union Magazine*.

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

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

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



## GAC Daily News Rates Per Insertion



### Ads in Conference Daily News

Be part of the biggest and best credit union conference of the year. Each paid ad in the conference dailies earns frequency in *Credit Union Magazine*.

	1 day	2 days	3 or 4 days
<b>Governmental Affairs Conference (GAC) March 2-6, 2008, Washington, D.C.</b>			
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

**USE THE INSERTION ORDER ON THE BACK OF THIS PAGE TO RESERVE SPACE TODAY. BE SURE TO CHECK OUT THE SPECIAL OFFERS.**



Select which issues:

**GAC DAILY NEWS:**

- SUNDAY, March 2
- MONDAY, March 3
- TUESDAY, March 4
- WEDNESDAY, March 5

**Closing Dates:**

Ad space = Jan. 23  
Creative materials = Feb. 1

**Exhibitor Advertiser Discount**

Exhibitors receive 10% off each insertion in the *GAC 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 *GAC Daily News*. Visit our Web site at [b2cu.cuna.org](http://b2cu.cuna.org).

**Please complete the following information and fax to: 608-231-4370 or e-mail to [ldushack@cuna.com](mailto:ldushack@cuna.com)**

**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](mailto:ldushack@cuna.com)

For more information, contact **Cathy Woods** at 602-863-2212 [cathy.woods@mediawestintl.com](mailto:cathy.woods@mediawestintl.com) West, Southwest, Southeast;

**Chris Kennedy** at 847-656-0322, ext. 3008 [ckennedy@cuna.com](mailto:ckennedy@cuna.com) Midwest region;

**Mike Shevlin** at 847-656-0322, ext. 3009 [mshvlin@cuna.com](mailto:mshvlin@cuna.com) Eastern region.

**Mailing address:**  
P.O. Box 431  
Madison, WI 53701-0431



Agency \_\_\_\_\_  
Advertiser \_\_\_\_\_  
Contact name \_\_\_\_\_  
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 March 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 \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_