



# 2020 Supplier Planning Guide

A complete handbook of sales and marketing opportunities to reach the credit union industry.



## Your Direct Connection to Top CU Leaders

CUES offers credit union suppliers unmatched opportunities to reach the industry's most influential decision-makers.

When you tap into our vast network and take advantage of our multiple marketing channels, you'll find you won't waste time chasing unqualified leads. Instead, we'll quickly connect you with the right people, helping you to build relationships and achieve your sales goals.

## SUPPLIER OPPORTUNITIES

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## Dear Credit Union Supplier,

The most successful marketing plans effectively balance online, print and in-person options, and include both promotional and content marketing efforts.

Build brand awareness when you advertise in our award-winning magazine—consistently named one of the most valuable benefits of CUES Membership.

Go digital—with two websites to choose from and exciting new digital advertising placements, we have the online offering that's right for you.

CUES' events are the standard by which all others are compared. Looking for top management and progressive directors at large asset credit unions? We've got them, and our sponsorships offer unparalleled networking time and opportunities to connect with these decision-makers.

Position yourself as an industry expert when you become a CUESolutions provider. Deliver your quality content through our trusted channels, establishing yourself as the authority in the market. Providers receive exclusivity in their area of expertise, as well as benefits not available to CUES Supplier members.

Call us today and we can create a plan that fits your budget and goals, focusing on the offerings and audience that will grow your business.

To your success,

A handwritten signature in black ink that reads "Kari Sweeney". The signature is fluid and cursive, with a large, stylized 'K' and 'S'.

Kari Sweeney  
Director of Supplier Relations



## CONNECT WITH THE BEST AUDIENCE IN THE INDUSTRY

Becoming a CUES Supplier member or CUESolutions provider will open the door to decision-makers who have significant influence over budget decisions. You'll build top-of-mind awareness throughout the credit union space, make great connections and create long-term business relationships.

### Turn Prospects Into Customers

Customer acquisition and retention are founded on connecting with the right people at the right time. Both CUES Supplier Memberships and CUESolutions offer direct and unmatched access to decision-makers at the largest and most progressive credit unions in the U.S., Canada and the Caribbean.

CUES members span all facets of their organizations, and our significant penetration throughout the credit union space provides you with scores of potential buyers for your products and services.

- **Start at the top**—63% of CUES members are executives.
- **Hone in on department leaders**—CUES members include executives and department heads in marketing, lending, finance, IT, operations, human resources and more.
- **Access leaders at large CUs**—74% of CUES members and 70% of CUES Director members are at credit unions of \$500 million+ in assets.

CUES helps facilitate introductions, conversations and relationships that turn prospects into customers. Let us open the doors for you to over 22,600 industry leaders today.



# 74%

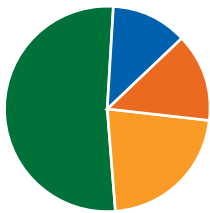
An impressive 74% of all U.S. credit unions \$500 million or larger have CUES members.

# 22,600+

CUES has a total of 22,687 members, and continues to grow.



**CUES Members  
by Asset Size**  
(in millions)



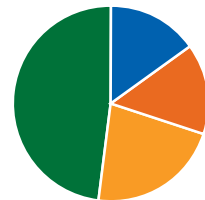
- 12% • \$0–249
- 14% • \$250–499
- 22% • \$500–999
- 52% • \$1 Billion+

**CUES Members  
by Title**



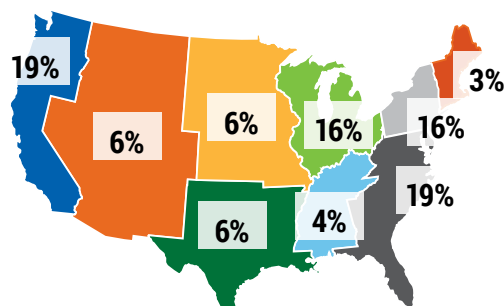
- 6% • CEO
- 15% • Marketing/  
Operations Execs
- 22% • Finance/HR/IT Execs
- 14% • Lending Execs
- 6% • Senior Execs
- 37% • Management

**CUES Director Members  
by Asset Size**  
(in millions)



- 15% • \$0–249
- 15% • \$250–499
- 22% • \$500–999
- 48% • \$1 Billion+

**CUES Members  
by Region**



5% – Other/International





## CUES Supplier Membership

Personal connections matter. It is our goal to ensure that each member gets the most out of their investment with CUES. Build top of mind awareness throughout the credit union space, make great connections and create long term business relationships.

Take your prospecting to the next level by visiting **[cues.org/SupplierMembership](https://cues.org/SupplierMembership)** today.

"Visa's partnership with CUES allows us to build relationships with mutual clients in a variety of settings. Regional CUES council meetings and national events, such as CUES Symposium, create opportunities to support growth in the payments business."

**Celeste Schwitters**

SVP of North America Client Support  
Services and Implementations  
Visa

## CUES Supplier Membership Benefits

	Contributing \$900	Supporting \$2,250	Premier \$6,180
Access to Supplier Member Concierge to help you plan your year with CUES			
Access to CUES online member community of more than 22,600 credit union executives, directors and staff			
A listing in the <i>CUES Supplier Member Directory</i>			
Industry advertising that promotes CUES Supplier members			
Press release teasers included in CUES e-newsletter annually (teasers are limited to 25 words and include a link to your press release)	2	3	4
A link to CUES Supplier member listings in the CUES e-newsletter			
Opportunity to participate as a CUES council sponsor			
Discounts on print advertising in <i>Credit Union Management</i> ™ magazine			
Discounts toward online advertising and online sponsorship opportunities			
10% discount on placement fees with Hire4FinTech			
Complimentary print subscriptions to <i>CU Management</i> magazine, plus additional digital subscriptions	2	4	6
Banner ads on <b>cues.org</b> or <b>CUmanagement.com</b>	2	4	6
Whitepaper included in CUES research library for three months			
Sponsorship discounts at CUES conferences and events			
Opportunity to participate on the CUES Supplier Member Advisory Committee			
Free full-page company profile/ad combo in an issue of <i>CU Management</i> magazine			
Company listed as co-sponsor of the Red, White & CUES reception at CUNA's Governmental Affairs Conference			
Premium advertising on <b>cuinsight.com</b>			
One Digital content sponsorship on <b>CUmanagement.com</b>			
Access to CUES Learning Portal, powered by Degreed			
Promotion of your Premier Supplier Membership with authorized use of the CUES Premier Supplier logo for your website, advertising, promotional literature, packaging, business cards and corporate letterhead			



## CUESolutions

CUESolutions is an exciting opportunity for progressive credit union suppliers offering:

- Unique benefits not available to other suppliers
- Exclusivity—service categories limited to a small number of providers
- Marketing across multiple channels
- Three year category lock

Become a CUESolutions provider today and gain access to exclusive opportunities, including:

- Receptions and dinners at CUES events. Co-host up to two receptions or dinners, depending on your participation level. And, don't worry, CUES does all the planning for you!
- Enhance your reach with scheduled social media posts throughout various CUES outlets.

- Build your credibility by guiding CUES members through your published content when you create a learning pathway within CUES Learning Portal, powered by Degreed.

Learn more today at [cues.org/CUESolutions](https://cues.org/CUESolutions).

"The opportunities provided through CUESolutions allow us to be further recognized as industry experts, and amplify the DDJ Myers offerings to an international audience through multiple channels."

**Peter Myers**  
Senior Vice President  
DDJ Myers, Ltd.  
Phoenix, AZ

**Discover How to Build Your Business with CUESolutions. Download the free case study at [cues.org/CUESolutionsCS](https://cues.org/CUESolutionsCS).**

## CUESOLUTIONS PROVIDERS

**AdvantEdge**  
**Analytics™**  
CUNA MUTUAL GROUP  
A CUESolutions Platinum Provider  
Data Analytics

 **CU MEMBERS**  
Mortgage  
A CUESolutions Bronze Provider  
Mortgage Lending

 **CUNA  
MUTUAL  
GROUP**  
A CUESolutions Platinum Provider  
Executive Benefits, Retirement Solutions



## CUESolutions Provider Benefits

	Bronze \$25,000	Silver \$40,000	Gold \$80,000	Platinum \$100,000
Submissions to <i>CU Management</i> Whitepaper Library	1 per year	2 per year	4 per year	6 per year
Online Articles	2 per year	3 per year	4 per year	6 per year
Skybox Blog Posts	1 per year	1 per year	2 per year	2 per year
Host a webinar for CUES members	1 per year	2 per year	3 per year	4 per year
Send eBlasts to CUES members	1 per year	1 per year	2 per year	2 per year
Advertising on <b>cues.org</b>	2 months per year	4 months per year	6 months per year	12 months per year
*Social Media Mentions	2 per year	3 per year	4 per year	6 per year
*Prime location in the <i>CUES Supplier Membership Directory</i>	X	X	X	X
*Landing page on <b>cues.org</b> in the products and services section	X	X	X	X
Full page ads in <i>Credit Union Management</i> ™ magazine	2 per year	3 per year	4 per year	6 per year
CUES Supplier Membership	Contributing	Contributing	Supporting	Premier
*CUESolutions Reception/Dinner at CUES Events	2 per year	2 per year	2 per year	4 per year
*CUESolutions Signage at CUES Events	X	X	X	X
*CUESolutions Logo for Marketing Efforts	X	X	X	X
Additional Discount on CUES Sponsorship Opportunities	5%	5%	10%	10%
CUES e-newsletter Sponsorship		2 per year	3 per year	4 per year
*Exclusive presentation opportunity at a CUES Event			X	X
*A customized learning pathway on CUES Learning Portal, powered by Degreed, guiding members on your content journey.				X

\*Exclusive benefits only for CUESolutions providers!

**DDJ Myers**

Advancing Leadership Success

A CUESolutions Silver Provider

Succession Planning, Executive  
Recruitment, Leadership Coaching



A CUESolutions Silver Provider

Credit & Marketing Data, Fraud  
And Identity Solutions

**OnBase**  
by Hyland

A CUESolutions Bronze Provider

Enterprise Information Platform



48%

In the past 12 months, 48% of survey respondents reported taking action in response to an ad in *CU Management*.

Among five industry publications, 47% of survey respondents selected *CU Management Magazine* as the most valuable. No other listed publication was selected by more than 11%.

- Readex Research, 2019 Readex Survey

47%

## Media Kit

Today's competitive landscape demands that marketing is not only memorable, but innovative as well. Smart marketers know you need to expose buyers to your brand through all platforms. Smarter marketers know a comprehensive package composed of powerful print, dynamic digital and compelling content is the best path to success.

In 2018 CUES launched **CUmanagement.com** to provide a better forum for our industry-leading content and additional opportunities for advertisers.

Consider a print/digital bundle with exposure in any combination of *Credit Union Management™* magazine, **CUmanagement.com**, and **cues.org**. CUES can customize a bundle that puts your organization in front of decision-makers and generates sales.

Contact Cathy Woods at **602.863.2212** or **cathy.woods@mediawestintl.com** to build your personal package today.



## PRINT ADVERTISING

### Leaders Prefer *Credit Union Management Magazine*

For more than 20 years, credit union executives have selected *CU Management* as the most valuable publication for information on leading their organization. When advertising in *CU Management*, your message goes straight to those with purchasing power. Look at our subscriber demographics—the numbers don't lie.

Nearly all of the magazine's circulation is made up of "qualified paid" subscribers—more than 99% from January–August 2019. A "qualified paid" subscriber is an individual who has requested *CU Management*, deemed it valuable enough to purchase and considers the publication an essential resource in their leadership role. Your ad will reach active industry personnel and provide them with new information about product and service solutions.

In addition, more than 99% of *CU Management* issues are personally addressed to subscribers by name and title. Some publications use generic labeling or send free copies to boost their circulation numbers, but *CU Management* subscriber statistics show it goes directly to the decision-makers you want to connect with.

Average Qualified Circulation Breakout

	Total Qualified		Qualified Non-Paid		Qualified Paid	
	COPIES	%	COPIES	%	COPIES	%
Individual subscribers	222	1.49%	167	1.12%	55	0.37%
Membership benefit	14,650	98.38%			14,650	98.38%
Multi-copy same address	20	0.13%			20	0.13%
<b>Total Qualified Circulation</b>	<b>14,892</b>	<b>100%</b>	<b>167</b>	<b>1.12%</b>	<b>14,725</b>	<b>98.88%</b>

Circulation information represents January – August 2019 averages and includes digital subscribers.

Mailing Address Breakout of Qualified Circulation

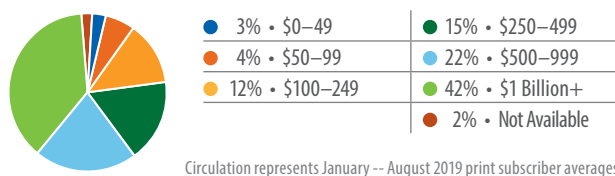
	Total Qualified	
	COPIES	%
Individuals by name and title and/or function	14,816	99.49%
Individuals by name or title	46	0.31%
Company names only	10	0.07%
Multiple copy same address	20	0.13%
<b>Total Qualified Circulation</b>	<b>14,892</b>	<b>100%</b>

Circulation information represents January – August 2019 averages of print and digital subscribers.

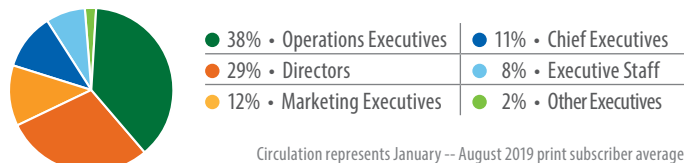
### *CU Management* Delivers Purchasing Power

With 84% of all *CU Management* subscribers leading credit unions with \$250 million in assets or more, you'll reach decision-makers who control substantial budgets across the country.

Subscribers by Asset Size (in millions)



Subscribers by Title





## CU MANAGEMENT EDITORIAL CALENDAR

	Focus	Plus ...	Bonus Distribution
<b>JANUARY</b> Space Closing 11.15.19 Materials Due 12.02.19	Staying Secure in 2020	<ul style="list-style-type: none"> <li>• <b>Special Report: Auto Lending</b></li> <li>• Insurance</li> <li>• Cards</li> <li>• Profile of CUES Distinguished Director</li> <li>• HR Technology</li> <li>• READEX Message Impact Study</li> </ul>	
<b>FEBRUARY</b> Space Closing 12.16.19 Materials Due 1.06.20	Collections	<ul style="list-style-type: none"> <li>• <b>Special Report: Growth</b></li> <li>• Executive Benefits</li> <li>• Analytics</li> <li>• Plus: Canadian CU Update</li> </ul>	CUES Symposium
<b>MARCH</b> Space Closing 1.15.20 Materials Due 2.03.20	Board Portals	<ul style="list-style-type: none"> <li>• <b>CUES Supplier Member Directory</b></li> <li>• Core Processing</li> <li>• Digital Marketing</li> <li>• Vendor Management</li> </ul>	CUNA's Governmental Affairs Conference CUES Execu/Summit®
<b>APRIL</b> Space Closing 2.17.20 Materials Due 3.02.20	Mobile	<ul style="list-style-type: none"> <li>• <b>Special Report: Security/Risk/Fraud</b></li> <li>• CUSOs</li> <li>• Business Lending</li> <li>• Facilities</li> <li>• Canadian CU Update</li> </ul>	NACUSO
<b>MAY</b> Space Closing 3.16.20 Materials Due 4.01.20	Lending	<ul style="list-style-type: none"> <li>• <b>Special Report: Payments</b></li> <li>• Outsourced Marketing</li> <li>• Technology Strategy</li> </ul>	CO-OP THiNK
<b>JUNE</b> Space Closing 4.15.20 Materials Due 5.01.20	Member Experience (Omnichannel)	<ul style="list-style-type: none"> <li>• Fintech</li> <li>• Growth</li> <li>• Working with Consultants</li> <li>• Disaster Recovery Planning</li> </ul>	CUES Execu/Blend™
<b>JULY</b> Space Closing 5.15.20 Materials Due 6.01.20	Artificial Intelligence	<ul style="list-style-type: none"> <li>• <b>Special Report: Mortgage Lending</b></li> <li>• Security/Risk/Fraud</li> <li>• ATMs</li> </ul>	Five CUES Schools & Seminars
<b>AUGUST</b> Space Closing 6.15.20 Materials Due 7.01.20	Cards	<ul style="list-style-type: none"> <li>• ALM/Finance/Financial Modeling</li> <li>• Marketing Technology</li> <li>• Succession Planning</li> <li>• READEX Message Impact Study</li> </ul>	CUES Execu/Net™
<b>SEPTEMBER</b> Space Closing 7.15.20 Materials Due 8.03.20	Executive Compensation	<ul style="list-style-type: none"> <li>• <b>Special Report: Boards</b></li> <li>• Mobile</li> <li>• Branch Technology</li> <li>• Plus: Canadian CU Update</li> </ul>	Three CUES Schools & Seminars
<b>OCTOBER</b> Space Closing 8.17.20 Materials Due 9.01.20	Analytics	<ul style="list-style-type: none"> <li>• <b>Special Report: Fintech</b></li> <li>• Digital Transformation</li> <li>• Diversity &amp; Inclusion</li> </ul>	
<b>NOVEMBER</b> Space Closing 9.15.20 Materials Due 10.01.20	Payments	<ul style="list-style-type: none"> <li>• Innovation</li> <li>• Compliance/Regulatory Technology</li> <li>• Employee Benefits</li> <li>• CUES Outstanding Chief Executive Profile</li> </ul>	CEO/Executive Team Network™
<b>DECEMBER</b> Space Closing 10.15.20 Materials Due 11.02.20	Lending Outlook 2021	<ul style="list-style-type: none"> <li>• Cybersecurity</li> <li>• Omnichannel/Member Experience</li> <li>• Emerging Technology</li> <li>• CUES Exceptional Leader Profile</li> </ul>	Directors Conference

## CU Management Member Rate Card

Effective With January 2020 Issue

FOUR COLOR	1x	3x	6x	9x	12x
Full Page	\$5,620	\$4,980	\$4,440	\$4,080	\$3,760
2/3	\$4,940	\$4,420	\$3,920	\$3,620	\$3,360
1/2	\$4,600	\$4,100	\$3,700	\$3,400	\$3,140
1/3	\$4,320	\$3,900	\$3,500	\$3,240	\$3,000
2-Page Spread	\$9,100	\$8,180	\$7,880	\$6,520	\$5,880
1/2 Page Spread	\$6,880	\$6,080	\$5,400	\$4,900	\$4,500

## CU Management Nonmember Rate Card

Effective With January 2020 Issue

FOUR COLOR	1x	3x	6x	9x	12x
Full Page	\$7,020	\$6,220	\$5,560	\$5,080	\$4,700
2/3	\$6,180	\$5,520	\$4,900	\$4,520	\$4,200
1/2	\$5,760	\$5,120	\$4,640	\$4,260	\$3,900
1/3	\$5,340	\$4,880	\$4,360	\$4,060	\$3,740
2-Page Spread	\$11,380	\$10,220	\$8,980	\$8,160	\$7,360
1/2 Page Spread	\$8,600	\$7,600	\$6,760	\$6,140	\$5,620

## Get Your Ad Noticed

Stand out from the crowd with a wrap-around “belly band” or a polybagged “outsert” for your ad. Or, consider binding or tipping your existing marketing piece into *CU Management*. See the chart below for insert options and rates.

	Member	Nonmember
Tip-in insert	\$5,000	\$6,250
Bind-in	\$5,000	\$6,250
Polybag	\$5,000	\$6,250
Belly Band	\$5,000	\$6,250
Cover Tip	\$5,500	\$6,875
Dot Whack	\$4,000	\$5,000
Post It	\$4,000	\$5,000

Additional fees may apply. Advertiser is responsible for providing print-ready artwork.

CUES Supplier members receive discounted pricing along with a suite of other valuable benefits. Become a member today!

## Free Additional Exposure

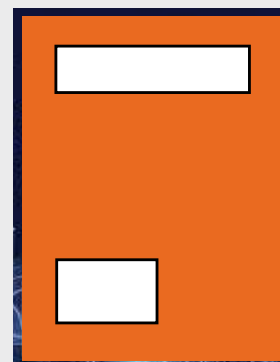
Highlight your company and your success—our writing staff will interview your clients and/or experts in your organization for a special “Before You Go” article in *CU Management*.

This no-cost, value-add additional exposure is exclusively for those who commit to a multi-placement insertion order of at least six full-page ads.

AD SCHEDULE	“Before You Go” Articles
6 Full Page	1
9 Full Page	2
12 Full Page	3



Belly Band



Cover Tip



Dot Whack

## SPECIAL REPORTS

In 2020, *CU Management* will feature seven special reports focused on important topics facing credit unions today: Auto Lending, Growth, Security & Fraud, Payments, Mortgage Lending, Boards, and Fintech. Our in-depth explorations of today's hottest industry topics are sure to be revisited by readers again and again.

Don't miss this prime opportunity to showcase yourself as a leader and share your expertise. Choose from several options:

### Full-Page Advertisement

**Member:** \$3,000      **Nonmember:** \$3,600

### Advertorial Spread

**Member:** \$5,000      **Nonmember:** \$6,000

### Print/Digital Special Report Package

- Full-page advertisement in the report
- Full-page case study/advertorial in the report
- A post on CUES Skybox blog
- Banner ad on **CUmanagement.com**

**Member:** \$7,000      **Nonmember:** \$8,400

### Multimedia Special Report Package

- Full-page advertisement in the report
- Full-page case study/advertorial in the report
- Banner ad on **CUmanagement.com**
- Podcast or Video sponsorship

**Member:** \$9,000      **Nonmember:** \$10,800 *Limit One*

### *Best value!* Headliner Special Report Package

- Full-page advertisement in the report
- Full-page case study/advertorial in the report
- A post on CUES Skybox blog
- Banner ad on **CUmanagement.com**
- Podcast or Video sponsorship

**Member:** \$11,000      **Nonmember:** \$13,200 *Limit One*

## ADVANCING WOMEN

This online-only, quarterly publication includes in-depth features on topics relevant to credit union women who work in leadership or those who aspire to leadership positions. In addition, each issue will tell the career story of one female CU executive and share an example of a challenge that she has overcome. Podcasts and videos will also be incorporated into the publication. The content will be available on **CUmanagement.com** and emailed to the *CU Management* readership list.

### Exclusive Sponsor

Your company will be the sole sponsor for the entire digital publication, all four issues.

- Banner ad on online content
- Banner ad in email to *CU Management* readership indicating this publication "is brought to you by. . ."
- Profile of a female leader at your company or of a client
- Social media exposure recognizing your company as sole sponsor
- CUES Podcast will recognize your company as sole sponsor

### *Limit of one sponsor.*

**CUES members:** \$15,000      **Nonmembers:** \$20,000

### Sponsor one issue

Choose to advertise in either the winter, spring, summer or fall issues.

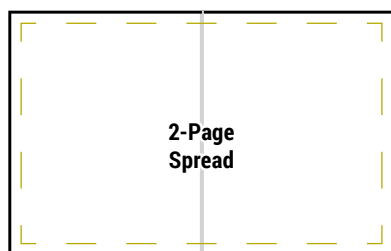
- Banner ad on online content
- Banner ad in email to *CU Management* readership indicating this publication "is brought to you by. . ."

### *Limit of two sponsors per issue.*

**CUES members:** \$3,000      **Nonmembers:** \$4,500

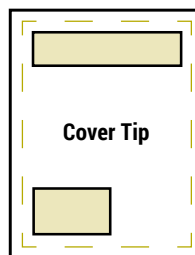
## Ad Sizes

Gold represents non-printing area. Actual trim size is 8-1/2" x 10-7/8" and actual bleed is 1/8" beyond the trim. Live area is 1/4" inside the trim. Additional ad sizes are available upon request. To submit an ad, email your high resolution pdf to [ads@cues.org](mailto:ads@cues.org).



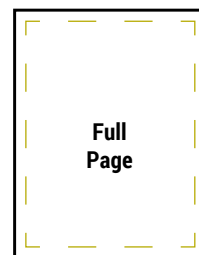
**2-Page Spread**

**2-Page Spread**  
Coverage is 17" x 10-7/8"  
.....  
**For 2-Page Spread With Bleeds:**  
Coverage must extend to:  
17-1/4" x 11-1/8"



**Cover Tip**

Coverage is 8-1/4" x 10-1/16"  
.....  
**For Cover Tip With Bleeds:**  
Coverage must extend to:  
8-1/2" x 10-7/8"



**Full Page**

**Full Page**  
Coverage is 8-1/2" x 10-7/8"  
.....  
**For Full Page With Bleeds:**  
Coverage must extend to:  
8-3/4" x 11-1/8"



## DIGITAL ADVERTISING

Build upon your *CU Management* print advertisements with advertisements in the digital edition and reach over 22,000 potential readers.

### CUES Digital OnDemand

Have a topic or issue you want to share with *CU Management* readers? Want to share your knowledge as an industry expert? You name the topic—payments, cards, branding or another—and our expert CUES editors will create and curate content into an e-blast around your topic. Your sponsorship includes:

- Your authored 700-word article or case study
- Your company's link in the e-blast
- Your banner ad in the e-blast and on **CUmanagement.com**
- Additional exposure through CUES' social media platforms

**Limit of one sponsor per month.**

**CUES members:** \$4,000      **Nonmembers:** \$5,000

### CU Management Digital Edition Bundle

All CUES members receive a complimentary digital subscription to *CU Management*. The digital version and distribution email provide you additional opportunities to reach our subscribers.

#### CU Management Digital Edition Email

- Distributed monthly to over 17,000 subscribers
- Your banner ad included in the email
- Exclusive: limit of one sponsor per month

#### CU Management Digital Edition Follow Advertisement

- Banner ads remain continually visible throughout a reader's digital edition viewing

#### CU Management Digital Edition First Page Advertisement

- Your full-page digital ad appears on a "bonus cover" adjacent to the front cover when the reader opens the digital edition

**Bonus banner ad on CUmanagement.com in addition to the digital edition.**

**CUES Supplier members:** \$4,000      **Nonmembers:** \$5,000

### CUES Podcast

The CUES Podcast is an audio program featuring credit union and cross-industry experts sharing their perspectives on topics that impact the industry. Choose from our two sponsorship options:

#### Podcast Sponsor

- 200-word sponsored commercial, written by you and produced by the podcast host
- Link in show notes (a brief summary of the podcast discussion) on **CUmanagement.com**
- Banner ad on **CUmanagement.com**
- Infinite shelf life
- Additional exposure through CUES' social media platforms
- Podcast link to share through your social networks

**Limit of one sponsor per episode. Average of 400 plays per episode.**

**CUES Supplier Members:** \$1,000      **Nonmembers:** \$1,500

#### Podcast Featured Guest

Position yourself as a thought leader in your area of expertise. You pick the topic and our podcast host will interview you as our exclusive guest. You will also receive the benefits of being a podcast sponsor when you are a featured guest.

**Limit of one sponsor and featured guest per month.**

**CUES Supplier Members:** \$4,000      **Nonmembers:** \$5,000

### CUES Video

Sponsor the video of the month on **CUmanagement.com**. Topics include: Leadership, Strategy, Innovation, Growth, Operations, Marketing, HR and Governance.

Your sponsorship benefits include:

- A 2-5 minute video featuring an interview with your subject matter expert, produced by CUES
- Banner ad on **CUmanagement.com**
- Video link to share through your social networks
- Additional exposure through CUES' social media platforms

**Limit of one sponsored video per month.**

**CUES Supplier Members:** \$4,000      **Nonmembers:** \$5,000



## WEBSITE ADVERTISING

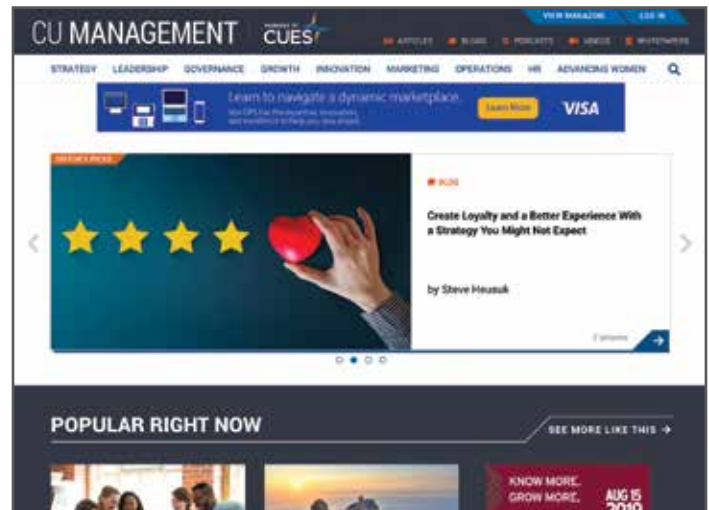
### cues.org

We're rolling out a brand-new **cues.org**, with exciting new ways to reach the audience you want!

The site is the hub for all things CUES, and our almost 23,000 members access their member benefits, register for events and learn how CUES can help them reach their full potential. Your banner ads can be prominently displayed on our home page and top-visited interior pages.

### CUmanagement.com

This dynamic and powerful content site offers in-depth information for credit union leaders. Under the well-known and respected *CU Management* brand, the site includes easy access to articles, blog posts, videos, podcasts, whitepapers and more, all on a desktop- and mobile-optimized site. Featuring new content every day, the site is a must-read for credit union executives, board members or future leaders. With many banner ad opportunities on the home page and interior pages, **CUmanagement.com** is an ideal opportunity to get your company's message in front of this desired audience.



## Home Page Banner Advertising

Advertise on the home page of **cues.org** or **CUmanagement.com** and your banner ad will appear front and center on our responsive site in desktop, tablet and mobile formats.

**Limited spots available.**

**CUES Supplier members:** Exclusive per month: \$4000  
Non-exclusive per month (up to three): \$3000

**Nonmembers:** Exclusive per month: \$6,742  
Non-exclusive per month (up to three): \$4,375

## Interior Banner Advertising

In addition to advertising on the home page of **cues.org** or **CUmanagement.com** you can position your message in front of a targeted audience. Combined, both websites from CUES average over 93,000 page views per month and more than 16,000 unique visitors.

**CUES Supplier members:** \$1,500/month  
**Nonmembers:** \$2,625/month

## Enhanced Banner Advertising

Enhance your online presence with interactive banner ads. Available on both **cues.org** and **CUmanagement.com**.

- Corner Peel
- Overlay Banner
- Slide Out
- Toaster Ad

**CUES Supplier members:** \$2,000/month  
**Nonmembers:** \$3,000/month

## Sponsor a Topic on CUmanagement.com

Are you a thought leader in a particular area? Consider sponsoring a topic for the month. Choose from: Leadership, Governance, Strategy, Innovation, Growth, Operations, Marketing and HR.

Your banner will appear on the topic homepage and several other pages per month. Your company will receive exposure on potentially hundreds—even thousands!—of pages.

**CUES Supplier members:** \$3,000/month  
**Nonmembers:** \$4,375/month

# CONTENT MARKETING

## CUES Skybox Sponsored Blog Post

Share your story on CUES Skybox and receive:

- 400-word sponsored blog post on **CUmanagement.com**
- Banner ad on the post
- Your post shared with Skybox email subscribers, Twitter followers and LinkedIn fans
- Additional banner ad in the Skybox email for one issue

CUES Skybox blog is updated at least twice a week. Your post will remain on the site in the archives indefinitely.

Your blog post should be 400-600 words, substantive rather than promotional, and should tell a story or share an opinion.

**CUES Supplier members:** \$2,000    **Nonmembers:** \$3,500

Have a story, but need help to tell it? CUES editorial team can help you craft your blog post for only \$500.

## Whitepapers

### Become a Resource for Executives

Expand your impressions online by submitting your firm's educational whitepaper to CUES online library. A resource for credit union executives, CUES promotes its online library in:

- CUES e-newsletters
- *CU Management* magazine
- CUES whitepaper library on **CUmanagement.com**
- Additional exposure through CUES' social media platforms

A CUES editor will review all educational materials before adding them to the online library.

**CUES Supplier members:** \$2,000

**Nonmembers:** \$3,500

## E-Newsletter

### Share Your Message Electronically

Sponsor a CUES e-newsletter and make the most of these benefits:

- Your 700-word case study will be published on **CUmanagement.com**. CUES staff reserves the right to edit for length, content and style.
- Your organization will receive continued exposure through our online archive.
- Your company's banner ad will run alongside your case study on **CUmanagement.com**.
- You'll receive additional exposure through CUES social media platforms.
- An additional banner ad in the e-newsletter for one issue.

**CUES Supplier members:** \$2,000

**Nonmembers:** \$3,500

*Limit of 2 sponsors per issue. One week sponsorship. CUES e-newsletters send on Tuesdays.*

*For more information on sponsoring an e-newsletter including guidelines and suggestions, visit [cues.org/advertise](http://cues.org/advertise).*



## Rebrand Package

**CUES Supplier members:** \$30,000    **Nonmembers:** \$36,000

Is your company updating its brand or name? Are you adding a new strategic focus that you need to announce to the industry? Contact us for a comprehensive marketing package—incorporating print and web—designed to showcase your efforts in a way that will get noticed throughout this three month plan.

### First Month:

- Cover Tip or Belly Band
- Full page ad
- Online banner ads

### Second Month:

- Cover Tip or Belly Band
- 2-page advertorial/ad spread
- Online banner ads

### Third Month:

- Cover Tip or Belly Band
- Full page ad
- Online banner ads



# Sponsorship Opportunities

Sponsors receive unparalleled networking access to key audiences, with benefits that can include meal sponsorships, speaking opportunities, and personal introductions to your potential clients.

## CONFERENCES

### CUES Symposium

February 9–13  
Kohala Coast, HI

An industry event like no other, this CEO/chairman exchange focuses on development for the credit union leadership team, and provides you opportunities to build and strengthen relations with these leaders. For sponsorship information, visit [cues.org/SponsorSYMP](https://cues.org/SponsorSYMP).

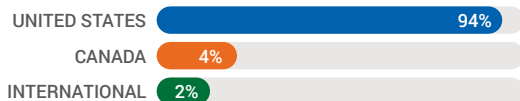
#### 2018–2019 Attendees by Asset Size (in millions)

12% • \$0–249	20% • \$500–999
20% • \$250–499	48% • \$1 Billion+

#### 2018–2019 Attendees by Title

39% • Board Chairs	14% • Directors
45% • Presidents/CEOs	2% • Executives

#### 2018–2019 Attendees by Region



These graphs illustrate the asset, title and geographic breakdowns of attendees at the 2018 and 2019 CUES Symposiums, held in Koloa, Kauai, Hawaii and Nassau, Bahamas respectively. An average of 302 attendees from 142 credit unions attended these events.

### CEO/Executive Team Network™

November 2–4  
Austin, TX

You'll receive unparalleled networking access to a key audience of executives at CUES' flagship event. CEO/Executive Team Network offers expert speakers and innovative ideas to provide implementable solutions. For sponsorship information, visit [cues.org/SponsorCNET](https://cues.org/SponsorCNET).

#### 2017–2018 Attendees by Asset Size (in millions)

15% • \$0–249	26% • \$500–999
17% • \$250–500	42% • \$1 Billion+

#### 2017–2018 Attendees by Title

45% • Presidents/CEOs	2% • EVP/SVP
50% • VP/Managers	3% • Other Chief Officer

#### 2017–2018 Attendees by Region



These graphs illustrate the asset, title and geographic breakdowns of attendees at the 2017 and 2018 CEO/Executive Team Network, held in Las Vegas and Nashville, TN respectively. An average of 107 individuals from 72 credit unions attend each year.

### Directors Conference

December 6–9  
Palm Desert, CA

CUES leads the industry in providing the latest information for board chairs, directors and committee officers to help them lead their credit unions. Thanks to its relaxed setting, Directors Conference provides a high level of face time with attendees. For sponsorship information, visit [cues.org/SponsorDC](https://cues.org/SponsorDC).

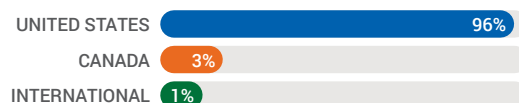
#### 2017–2018 Attendees by Asset Size (in millions)

9% • \$0–249	18% • \$500–999
20% • \$250–500	53% • \$1 Billion+

#### 2017–2018 Attendees by Title

55% • Directors	8% • Board Chairs	3% • Other CU Staff
30% • Board/Committee Officers	4% • Presidents/CEOs	

#### 2017–2018 Attendees by Region



These graphs illustrate the asset, title and geographic breakdowns of attendees at the 2017 and 2018 Directors Conferences, held in Marco Island, FL, and Waikoloa, HI respectively. An average of 446 attendees from 192 credit unions attended these events.

Kohala Coast, HI

# INSTITUTES

In partnership with some of the world's top business schools, CUES is proud to offer the finest in executive education. Sponsors receive unparalleled networking access to key audiences. Each institute features esteemed instructors at the top of their field, and holds the promise of delivering career- and life-changing experiences to all attendees. Put your organization in front of the industry's top future leaders by sponsoring a CUES Institute.

## Institutes Attendees by Asset Size (in millions)

16% • \$0–249	22% • \$500–999
12% • \$250–499	50% • \$1 Billion+

## Institutes Attendees by Title

59% • Operations Execs	11% • Marketers	2% • Other Execs
13% • Presidents/CEOs	15% • Directors	

## CEO Institute

Reach the CEOs of tomorrow at CUES CEO Institute—the industry benchmark for executive education excellence. Network with attendees and provide company presentations at a special dinner when you sponsor this prestigious program.

### CEO Institute I: Strategic Planning

March 29–April 3  
The Wharton School  
University of Pennsylvania



For sponsorship information, visit [cues.org/SponsorCEO1](https://cues.org/SponsorCEO1).

### CEO Institute II: Organizational Effectiveness

April 26–May 1  
Samuel Curtis Johnson Graduate  
School of Management  
Cornell University



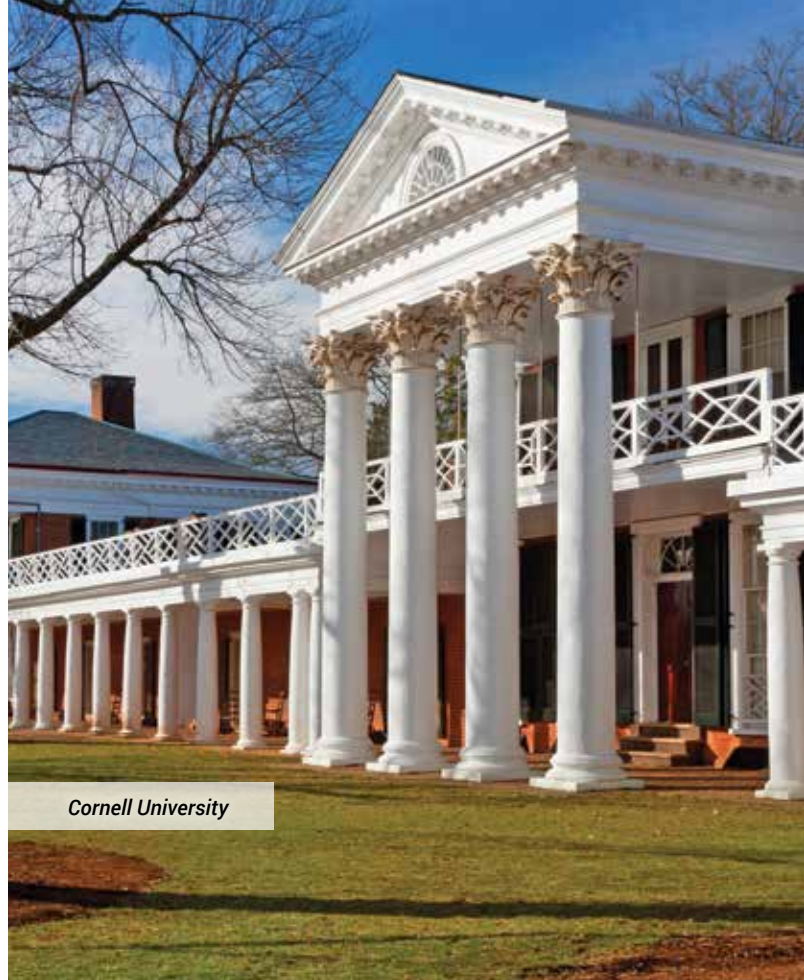
For sponsorship information, visit [cues.org/SponsorCEO2](https://cues.org/SponsorCEO2).

### CEO Institute III: Strategic Leadership Development

May 3–8 OR August 2–7  
UVA Darden Executive Education



For sponsorship information, visit [cues.org/SponsorCEO3](https://cues.org/SponsorCEO3).



Cornell University

## CUES Governance Leadership Institute™

June 7–10  
Joseph L. Rotman School  
of Management  
University of Toronto



Open to executives as well as directors, this exceptional leadership program is an ideal event to introduce your firm and develop relationships with the most ambitious and forward-thinking leaders in the movement. For sponsorship information, visit [cues.org/SponsorGLI](https://cues.org/SponsorGLI).

## Strategic Innovation Institute™

July 12–16  
Stanford Graduate School  
of Business  
Stanford University



Reach CEOs and top management at the most innovative credit unions. Network with this impressive audience and provide company presentations about the progressive nature of your organization and offerings when you sponsor a special dinner at this prestigious program. For sponsorship information, visit [cues.org/SponsorSII](https://cues.org/SponsorSII).





Park City, UT

## EXECU/SERIES

Forge new relationships with credit union directors and executives as they strengthen their leadership skills and hear from expert speakers in a breathtaking retreat setting that incorporates unbeatable networking and outdoor opportunities. Put your organization in front of the industry's top decision-makers by sponsoring a CUES event.

### Execu/Series Attendees by Asset Size (in millions)

10% • \$0–249	21% • \$500–999
15% • \$250–499	54% • \$1 Billion+

### Execu/Series Attendees by Title

73% • Directors	7% • Board Chairs
11% • Presidents/CEOs	9% • EVP/SVP/Executive Staff

## Execu/Summit®

March 8–13  
Park City, UT

Connect with credit union directors, board committee members, CEOs and executives at this unique conference blending educational sessions, networking opportunities and exhilarating recreation. For sponsorship information, visit [cues.org/SponsorES](https://cues.org/SponsorES).

## Execu/Blend™

June 7–10  
Santa Barbara, CA

Our newest event in the Execu/Series, this seminar attracts directors and CEOs from all asset sizes, and includes educational sessions from local wineries. Sponsorships are limited for this event. For sponsorship information, visit [cues.org/SponsorEB](https://cues.org/SponsorEB).

## Execu/Net™

August 30–September 2  
Jackson Hole, WY

Foster new relationships, and deepen existing ones, when you network with credit union directors and executives at Execu/Net. This event's innovative agenda and spectacular location combine to create a transformative experience. For sponsorship information, visit [cues.org/SponsorEN](https://cues.org/SponsorEN).



# SEMINARS

Directors make complex decisions vital to the health of their credit union, so it's important they are well educated in their fiduciary responsibilities. Directors turn to CUES' educational offerings for unique events providing ways to help their board run at its optimum. Sponsors receive unparalleled networking access to key audiences. Put your organization in front of the industry's top directors by sponsoring a CUES seminar.

### Seminars Attendees by Asset Size (in millions)

2% • \$0-99	17% • \$250-499	53% • \$1 Billion+
7% • \$100-249	21% • \$500-999	

### Seminars Attendees by Title

85% • Directors	3% • President/CEO
11% • Board Chair	1% • Other CU Staff

## Board Chair Development Seminar

July 13-14  
Montreal, Quebec, Canada

For sponsorship information, visit [cues.org/SponsorBCDS](https://cues.org/SponsorBCDS).

## Director Development Seminar

July 15-17  
Montreal, Quebec, Canada

For sponsorship information, visit [cues.org/SponsorDDS](https://cues.org/SponsorDDS).

## Supervisory Committee Development Seminar

September 21-22  
Nashville, TN

For sponsorship information, visit [cues.org/SponsorSCDS](https://cues.org/SponsorSCDS).

## Director Strategy Seminar

September 23-25  
Nashville, TN

For sponsorship information, visit [cues.org/SponsorDSS](https://cues.org/SponsorDSS).



Nashville, TN



# SCHOOLS

CUES Schools feature top instructors with real-world knowledge, convenient locations, and relevant, niche topics. Put your organization in front of the industry’s best by sponsoring a 2020 school.

Schools Attendees by Asset Size (in millions)

2% • \$0–99	22% • \$250–499	36% • \$1 Billion+
15% • \$100–249	25% • \$500–999	

Schools Attendees by Title

38% • Marketers	12% • EVP/Branch Execs	2% • Admin/HR
30% • Lending	11% • Operations/Finance	7% • Other CU Staff

## CUES School of Applied Strategic Management™

April 27–30  
Orlando, FL

For sponsorship information, visit [cues.org/SponsorSASM](https://cues.org/SponsorSASM).

## CUES School of Business Lending™ I: Business Lending Fundamentals

April 27–May 1  
Orlando, FL

For sponsorship information, visit [cues.org/SponsorSOBL1](https://cues.org/SponsorSOBL1).

## CUES School of Strategic Marketing™

July 20–23  
Cleveland, OH

For sponsorship information, visit [cues.org/SponsorSOSM](https://cues.org/SponsorSOSM).

## CUES School of Business Lending™ II: Financial Analysis and Diagnostic Assessment

July 20–24  
Cleveland, OH

For sponsorship information, visit [cues.org/SponsorSOBL2](https://cues.org/SponsorSOBL2).

## CUES School of Business Lending™ III: Strategic Business Lending

September 21–25  
Chicago, IL

For sponsorship information, visit [cues.org/SponsorSOBL3](https://cues.org/SponsorSOBL3).



# CUES Sponsor Code of Ethics

Note: Below is the abridged version of the CUES Sponsor Code of Ethics. To review the full version, please visit [cues.org/sponsorcode](https://cues.org/sponsorcode).

## Objective

This code of professional ethics serves not only as a guide to financial suppliers in dealing with complex business relationships, but also as an assurance for your clients in the corporate community.

## Rules of Conduct

Sponsors shall conform to all laws and regulations relating to their profession and shall not engage in any conduct involving fraud, deceit, bribery, misrepresentation or dishonesty in their professional or business activity.

Sponsors shall not make misleading, deceptive or false claims about their personal, or their firm's, qualifications, experience, or performance.

Sponsors shall not discriminate against or harass any conference attendee, staff member or exhibitor.

Sponsors shall not visit other sponsor's hospitality functions without express invitation from the host sponsor, and if invited, shall refrain from soliciting business at that function.

## Summary

Sponsors shall conduct themselves in a professional manner to inspire the confidence, respect and trust of their clients and of the public.



## Secure Your Space Today

With CUES, you can put your organization in front of the credit union movement's top executives, directors and future leaders. Contact us now to start maximizing your exposure to your target market.

Kari Sweeney  
Director of Supplier Relations  
Phone: **800.252.2664** or 608.271.2664, ext. 326  
[kari@cues.org](mailto:kari@cues.org)

Cathy Woods  
CUES Advertising and Sales Representative  
Phone: **602.863.2212**  
[cathy.woods@mediawestintl.com](mailto:cathy.woods@mediawestintl.com)






Santa Barbara, CA

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[cues.org](http://cues.org)