

CONTENT MARKETING

Now that you've established your brand with our readers through print and online advertising, position yourself as a thought leader when you share your content and case studies.

CUES Skybox Sponsored Blog Post

Share your story on CUES Skybox and receive:

- ▶ 400-word sponsored blog post on cues.org/skybox
- ▶ Banner ad on the post, which will stay with the post indefinitely
- ▶ Your post shared with Skybox email subscribers, Twitter followers and Facebook fans
- ▶ Promotion of, and a link to, your post in an issue of CUES Advantage e-newsletter
- ▶ 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 words or less, substantive rather than promotional, and should tell a story or share an opinion.

CUES Supplier members: \$1,750

Nonmembers: \$3,000

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





E-Newsletters

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 cues.org. CUES staff reserves the right to edit for length, content and style.
- ▶ Your logo will appear in your case study.
- ▶ Your organization will receive continued exposure through our online archive.
- ▶ Your company's banner ad will run alongside your case study on cues.org.
- ▶ Additional exposure through CUES' social media platforms

Limit of two sponsors each period.

For more information on sponsoring an e-newsletter including guidelines and suggestions, visit cues.org/advertise.

	Distribution	Subscribers	Ad Features	Sponsorship Rate (CUES Supplier members/ nonmembers)
CUES Advantage	Tuesdays Weekly	3,000+	Link to website and link to case study	Two-week: \$1,200/\$2,000
CUES Director Advantage	Tuesdays Monthly	1,000+	Link to website and link to case study	Monthly: \$1,500/\$2,625
Business Lending Edge	Thursdays Quarterly	1,200+	Link to website and link to case study	Quarterly: \$1,500/\$2,625

CONTENT MARKETING

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 Advantage e-newsletter
- *Management* magazine
- CUES' research section at cues.org/library
- Additional exposure through CUES' social media platforms

When you submit your non-promotional report or case study to CUES for review by our editors, please follow these guidelines:

- Papers should be 15 pages or less
- Papers should have an informational, non-promotional focus

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

CUES Supplier members: \$2,000

Nonmembers: \$3,500

CUES Webinars

Share your innovative thought leadership with CUES members and nonmembers by presenting a sponsored webinar.

- 60-minute webinar, hosted by CUES, featuring your subject matter experts
- CUES will promote through cues.org, CUES Advantage e-newsletter and bi-weekly webinar emails
- Link to webinar at cues.org
- CUES will send out a thank you email to all attendees on your behalf
- You'll receive the attendance roster, which includes names, credit unions and addresses

Limit of one sponsored webinar per month.

Average of 30-50 attendees per webinar.

CUES Supplier members: \$3,000

Nonmembers: \$4,100



SPECIAL REPORTS

In 2018, *Credit Union Management* magazine will feature six special reports focused on important topics facing credit unions today: CUSOs, Payments, Lending, Directors, Fintech and Growth. 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 in the industry and share your expertise. Choose from several options:

Full-page advertisement

Build visual recognition

Member: \$2,500

Nonmember: \$3,125

Advertorial spread

Partner your ad and a case study to share a success story

Member: \$4,000

Nonmember: \$5,000

Print/Digital Special Report Package

Best value!

- ▶ Full-page advertisement in the supplement
- ▶ Full-page case study/advertorial in the supplement
- ▶ One post on CUES Skybox blog
- ▶ Two-week sponsorship of CUES Advantage e-newsletter

Member: \$6,500

Nonmember: \$8,125

NEW OPPORTUNITIES

CUES Podcast

The CUES podcast is an audio program featuring credit union and cross-industry experts sharing their perspectives on trends and topics that impact the industry.

Your sponsorship provides you:

- ▶ 200-word sponsored commercial, written by you and produced by the podcast host
- ▶ Logo and link on cues.org
- ▶ Logo and link in show notes (podcast episode summary published on CUES Skybox)
- ▶ Banner ad on cues.org
- ▶ Infinite shelf life
- ▶ Additional exposure through CUES' social media platforms

Limit of one sponsor per episode. Average of 900 plays per week.

CUES Supplier Members: \$1,000

Nonmembers: \$1,500

CUES Parting Shots

As CEOs who have helped shape the credit union industry retire, they want to share the lessons they've learned with the next generation. Before they leave, they're sharing their "parting shots" with credit union talk show CUbroadcast. CUES has teamed up with CUbroadcast to interview these retiring leaders on their career highlights and advice for the industry.

Your sponsorship benefits include:

- ▶ Logo and link in the video
- ▶ Sponsorship acknowledgement and thanks from the video host
- ▶ Additional exposure through CUES' social media platforms

Limit of one sponsored video per month. Average of 150 views per episode.

CUES Supplier Members: \$1,000

Nonmembers: \$1,500