

2024

Media Kit



The Credit Union
Connection



OUR WHY

We believe credit unions are the best financial services option for consumers and they have the power to save consumers' money, homes, marriages, lives and so much more.



OUR WHAT

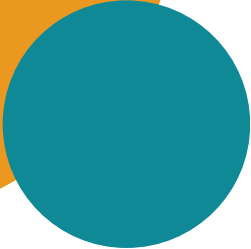
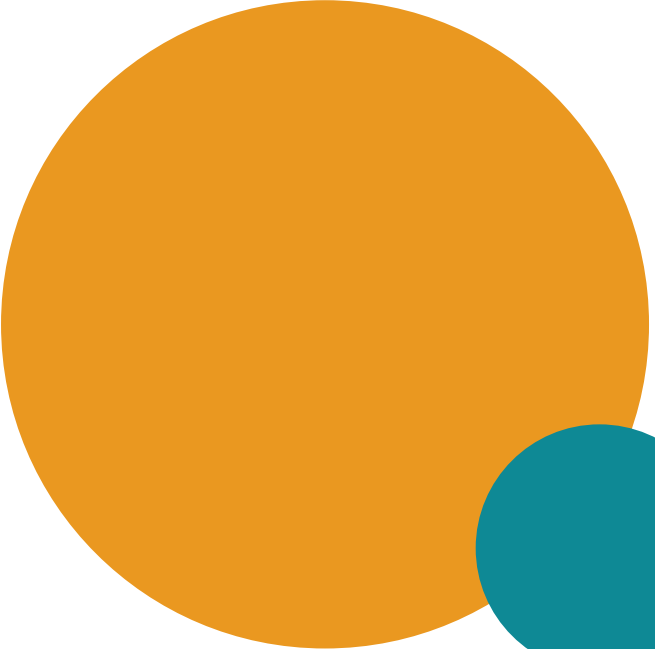

Some of the biggest threats to credit unions right now are public awareness, succession planning & talent management, and maintaining relevance. To protect against those threats, we focus on:

-  Leadership development & educational opportunities
-  Career development & movement in the credit union market
-  Partners that can help credit unions remain relevant



OUR HOW

We aim to be different from other sites out there by offering truly multimedia content with personality. From our brand identity to the work we do in advocacy, we live to serve the credit union community DIFFERENTLY.



Our Highly Engaged Audience

Effectively connecting business partners with credit unions, our affordable platform boasts an engaged network of senior-level, credit union decision-makers. We offer a highly targeted audience of credit union decision makers through all our platforms, ensuring your message reaches the right people at the right time.

LinkedIn

4,120+ followers
63% banking & finance
60.7% VP+

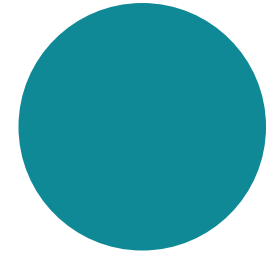
TheCreditUnion Connection.com

5,329 unique users
9,413 pageviews
31,829 events

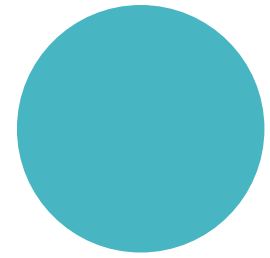
Newsletters

6,000+ subscribers
44% open rate
34% CTR

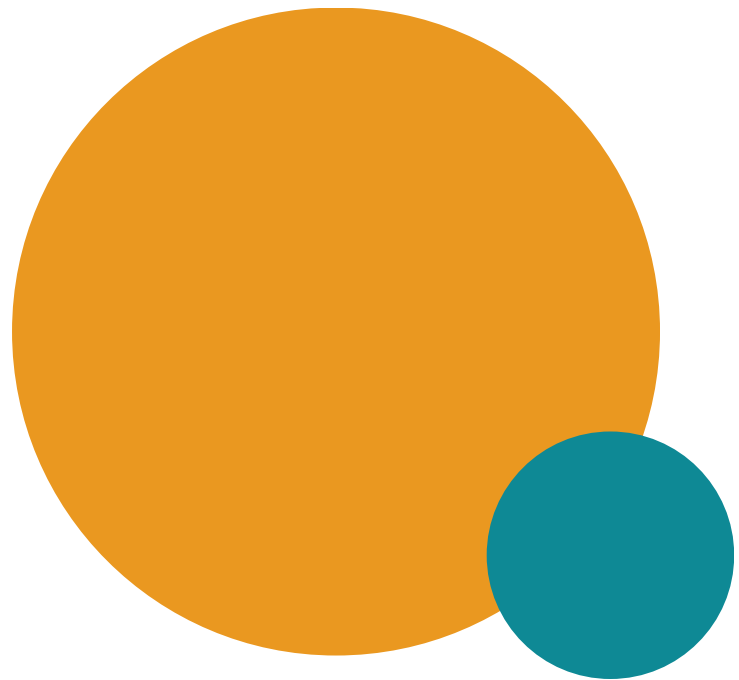
Our Highly Engaged Audience



Leveraging brand advertising and thought leadership, you will raise brand awareness among key industry players and establish your company as a trusted and reliable solution provider.













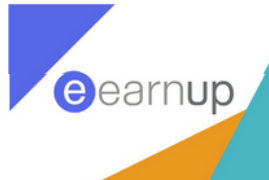






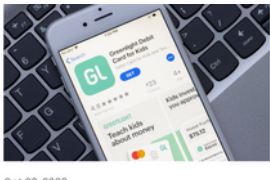






Boost Brand Awareness



Creating a Roadmap for Credit Union Success. **CU Results** PART OF CU Strategic Planning. Relevant. Mission-Driven. Sustainable.

The Latest Credit Union News

 <p>Oct 24, 2023 GTE Financial Signs Multi-Year Partnership With Tampa Bay Lightning As Official Credit Union</p>	 <p>Oct 24, 2023 UMassFive Receives Dora Maxwell Social Responsibility Community Service Award</p>	 <p>Oct 24, 2023 Registration Open for the 2024 World Credit Union Conference</p>	 <p>Oct 24, 2023 Deserve unveils mobile-integrated issuer processing leveraging Mastercard technologies to help banks and credit unions transform digital payment experiences.</p>	
 <p>Oct 24, 2023 2023 CUES Individual Awards Winners Announced</p>	 <p>Oct 24, 2023 Bankjoy Partners with Fraud.net to Offer Real-Time Fraud Prevention for Financial Institutions</p>	 <p>Oct 24, 2023 Black Dragon Capital™ expands One Dragon Services™ team to focus on needs of the Credit Union Movement</p>	 <p>Oct 24, 2023 MassMutual Federal Credit Union Selects Lisa Asadourian as President/CEO</p>	
 <p>Oct 24, 2023 Eltropy Earns Spot on Inc.'s Power Partner Awards List for Second Consecutive Year</p>	 <p>Oct 24, 2023 BayPort Co-Sponsors First-Ever 3D-Printed Home in Southeast Newport News</p>	 <p>Oct 24, 2023 EarnUp Launches Latest Engagement Platform Exclusively for Credit Unions to Support Financial Stability and Strengthen Competitiveness</p>	 <p>Oct 24, 2023 NAFCU Services Announces 2023 Innovation Award Finalists</p>	
 <p>Oct 23, 2023 Financial Plus Credit Union Participates in Viewpoint Documentary Series</p>	 <p>Oct 23, 2023 California Credit Union League Celebrates 90 Years of Making an Impact</p>	 <p>Oct 23, 2023 Black Dragon Capital™ partners with CU 2.0 on the intersection Credit Unions and Technology</p>	 <p>Oct 23, 2023 NET Credit Union Partners with Bankjoy to Drive Deposit Growth & Empower Members with Seamless Digital Onboarding Experience</p>	
 <p>Oct 23, 2023 Greenlight Establishes Credit Union Service Organization to Empower Credit Unions with Family Finance Solutions</p>	 <p>Oct 23, 2023 CCUA Announces Award of Excellence Winners and Hall of Fame Inductees</p>	 <p>Oct 20, 2023 CUNA Joins Other Financial Trades Calling for Fed to Reject Requests for Debit Card Interchange Changes</p>	 <p>Oct 20, 2023 Back to Basics: Real-Time Payments</p>	

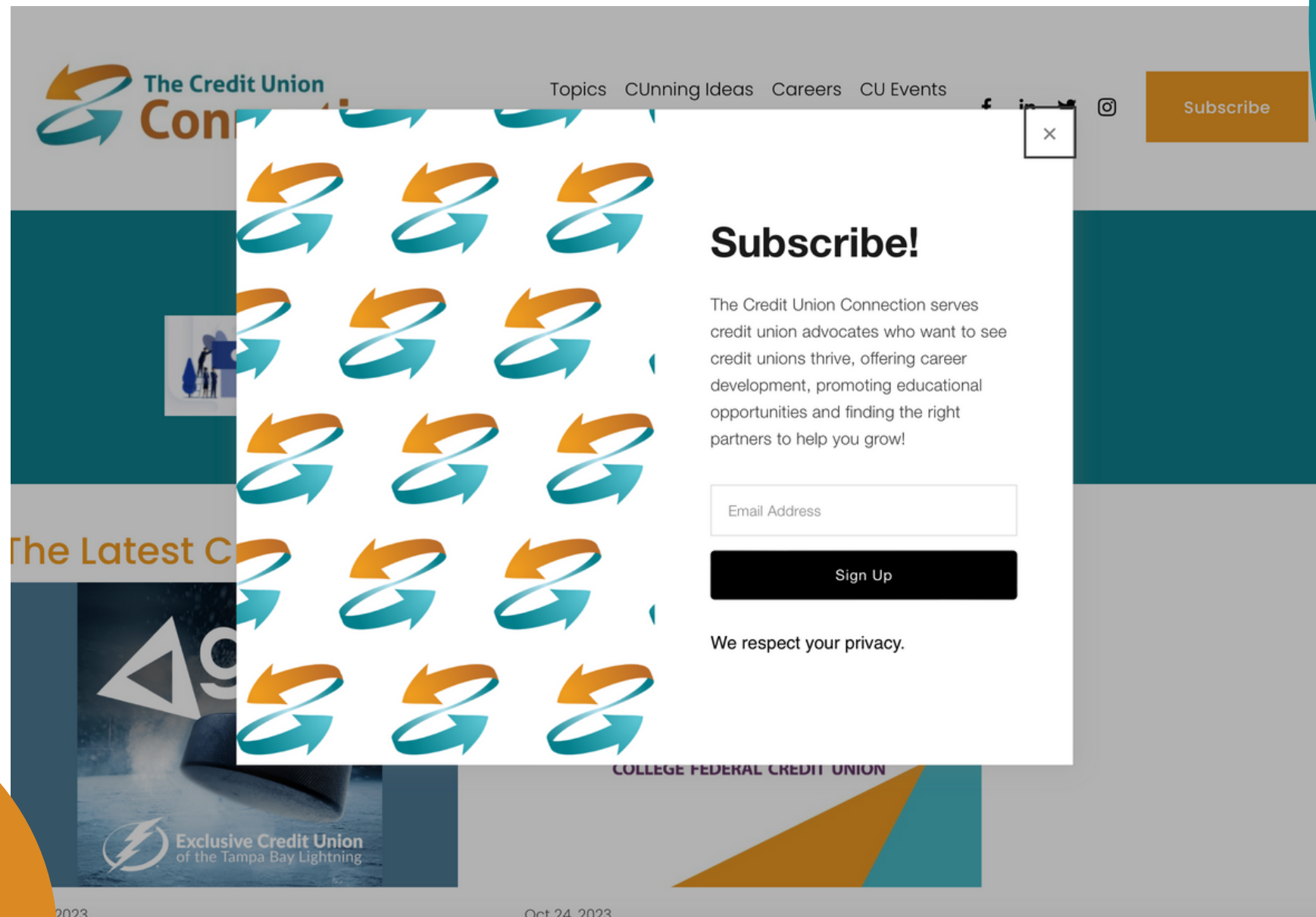
Website Brand Ads*

- **NEW!** Large rectangle \$500
- Medium rectangle 1 \$300
- Medium rectangle 4 \$250

Top & bottom leaderboards & 2nd medium rectangle combo \$600!

High-Impact Interstitial

Got a big announcement
and you need to get the
word out? Own the pop-
up ad for a week! \$250



*Limit 2 per month per client, 1 total advertiser per week.



NEW! Daily Newsletter

Leaderboard for one business calendar week:

- Top \$300
- Bottom \$250



 Hire and Find the **Perfect Fit**
We specialize in hiring C-level, Executive, & Management
Get Started >

[PSECU's Rick Long Named CUNA Professional of the Year](#)



Rick Long, PSECU's Chief Information Officer, was named the CUNA Professional of the Year...

BREAKING NEWS

[OCCU Foundation's contributions topped \\$900,000 in 2022](#)

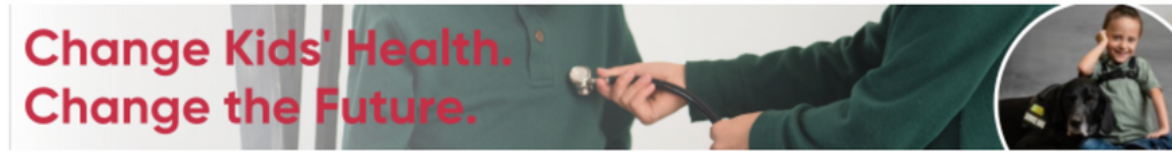
[CUNA Economics: Jobs Report Exceeds Expectations](#)

[Oregon State Credit Union recognized for United Way giving](#)

THE #1 CDFI CERTIFICATION & GRANT WRITING EXPERTS
CU Strategic Planning



A weekly newsletter for fired-up, get-stuff-done CU leaders and true believers ready to push the movement forward NOW. Don't forget to check our [NEW CAREERS LISTINGS HERE!](#)
 Did someone forward this to you? Let's get closer! Get your own sub [right here.](#)



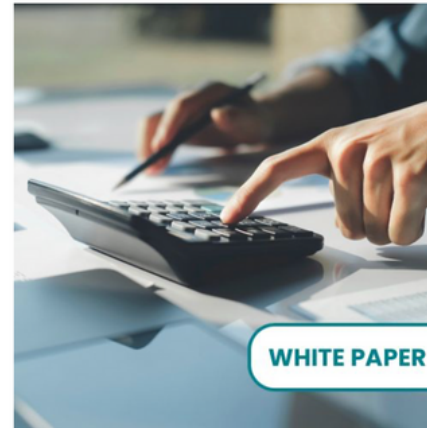
Building



HC3 Chief Growth Officer
Tori VanCura-Rutland

[Building Trust Through Member Communications](#)

Rising interest rates and continued inflation are increasing the competition for deposits...



CUNNING IDEAS

[Scenario Analysis: Incorporating Uncertainty Into Your Loan Analysis](#)

When analyzing the performance of your loans, assumptions must be made...

IN-CONVERSATION WEBINAR SERIES:
How To Grow Member Lifetime Value In Challenging Times
 SEPTEMBER 28, 2023 4:00 PM - 5:00 PM ET

 BRIAN CONROY Vice President and Client Strategy, TransFund	 LISA BROWN Chief Revenue Officer, PUG Interactive	 NICK COLEMAN Director, Children's Miracle Network Hospitals	 BRYAN EICHENBAUM Senior Vice President, American Heritage Credit Union
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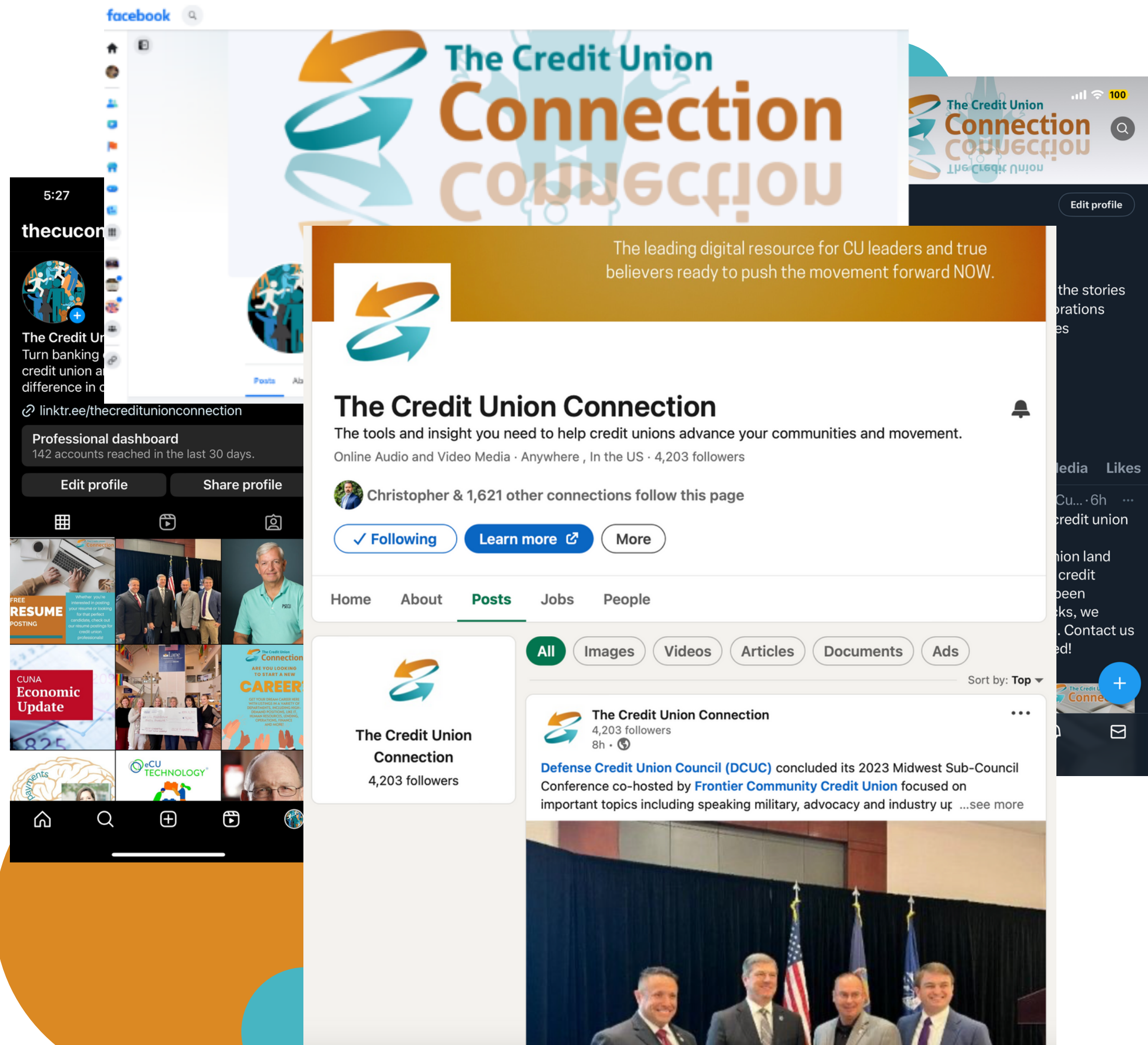
points4purpose REGISTER NOW! The Credit Union Connection

Weekly Newsletter

Per week

- Leaderboard \$250
- Medium rectangle \$250



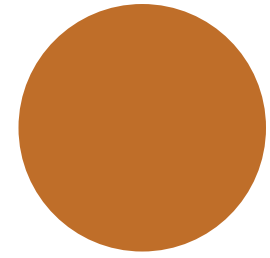


Amp Up Your Social*

You create and draft the art and text, then we share it to our thousands of engaged fans!
2 posts just \$100



*Limit 4 total posts per month per client.



Feature your subject matter experts' thought leadership with editorially sound content* across all our platforms:

-  One week in the No. 1 spot on our homepage
-  Featured article in our LinkedIn Newsletter
-  Distributed in email newsletters
-  Showcased in our popular social media

Highlight Your Experts

\$500 per article

*Editorial soundness is at the discretion of The Credit Union Connection. Limit 1 per month per Club Member.

Thought Leadership

~1,500 reads from our senior, engaged audience!

In The News
Sep 19

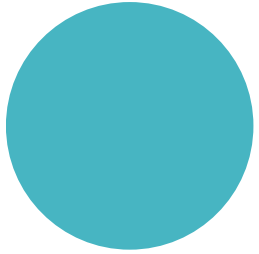
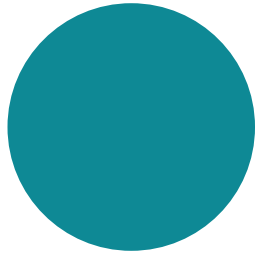
For credit union members, loyalty is a two-way street

by [AmpliFI Loyalty Solutions](#)

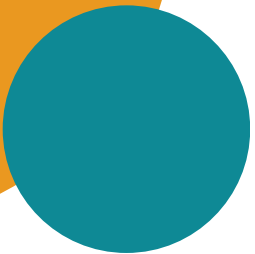
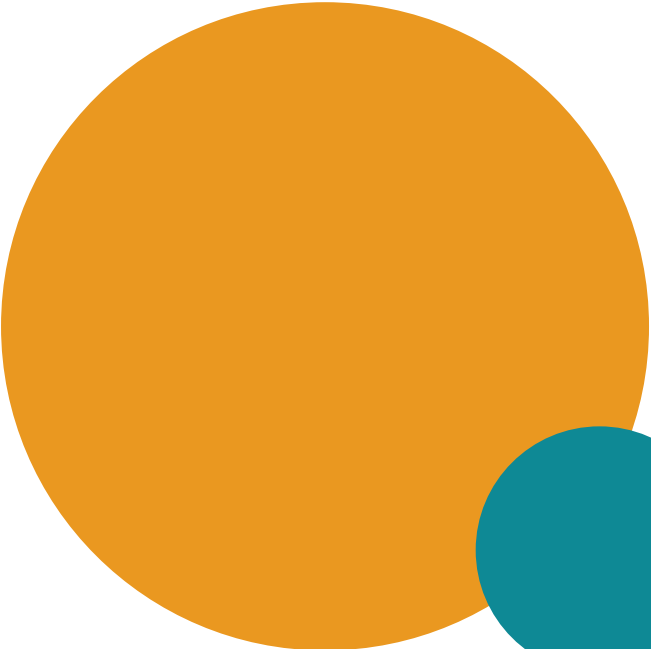
Traditional financial institutions need innovative strategies to remain competitive in the ever-evolving finance landscape, where fintechs loom large as disruptive forces. The emergence of fintechs has reshaped consumer expectations, making personalized and instant experiences the new norm. But there's good news: harnessing the power of loyalty rewards programs is a powerful way to maintain your institution's edge. In this blog, ampliFI experts identify three ways loyalty programs give your organization a competitive advantage.

Empowering Cardholders with Real-Time Rewards

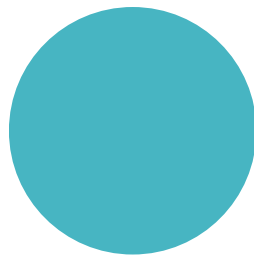
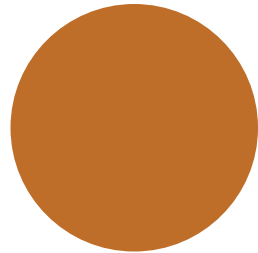
Loyalty rewards programs connect your institution's offerings with the aspirations of your cardholders while providing scalable technology that delivers excellent experiences. [Real-time rewards](#) resonate with today's fast-paced consumers because they deliver the opportunity to redeem at the point of sale, or directly after, instead of having to visit a website. These programs grant immediate gratification, transforming each transaction into a convenient and seamless experience for the cardholder. Our partner financial institutions can take advantage of this technology, providing the same kind of personalized and



Our **CUnning Ideas** platform attracts high-quality leads, giving you the opportunity to connect with potential clients who are interested in your products and services.



Drive Leads!



Lead Generation

1. Provide thought leadership content
2. Watch leads roll in
3. Pay only for the leads received

Home | The Credit Union Connection

Our library of free downloadable content includes white papers, webinars, product guides, case studies, industry analysis and much more, provided by experts and thought leaders within the credit union industry. By downloading the content, you may be contacted by the provider. For more information on posting content in the Knowledge Hub, click [here](#).

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- Topics
- Audits
 - Credit and Lending
 - Diversity and Inclusion
 - Electronic Banking
 - Executive and Director
 - Marketing



WHITE PAPER

FRIDAY, OCTOBER 6, 2023

Credit Snap

Future Proofing Growth: Redefining Lending and Account Opening for Credit Unions

Download this guide to understand the challenges, leadership approaches, and future plans of Credit Unions.

[Read More >>](#)



WHITE PAPER

THURSDAY, SEPTEMBER 28, 2023

Credit Snap

4 Ways to Grow Loan Volume with Today's Pre-Qualification Technology

How Credit Unions can place a halt on market erosion using the latest pre-qualification technology.

[Read More >>](#)



GUIDE

WEDNESDAY, SEPTEMBER 27, 2023

LoanStreet

Commercial Lending: How to Start or Scale a Robust Program

In this guide, learn what key components of technology can help a credit union to launch a commercial program or rapidly scale an existing one.

[Read More >>](#)



EBOOK

THURSDAY, SEPTEMBER 21, 2023

Solutions Metrix

5 Keys to a Successful CRM Implementation for Credit Unions

Drive member engagement and increase operational efficiencies in your institution by unleashing CRM's potential - but first, dive into expert strategies that ensure implementation success with this complimentary eBook!

[Read More >>](#)

It's that easy!



Coming in
2024!



 Marketplace Directory

 Amped Up Advocacy

Custom Programs

Let's get creative together!

Sarah Snell Cooke, co-founder of The Credit Union Connection, is a veteran of credit union B2B publishing and marketing. If you would like assistance creating the best program for your brand – including webinars, videos, job listings and more – please don't hesitate to reach out.

Ad Specs

Leaderboard: 728x90

Medium Rectangle: 300x250

Large Rectangle: 300x600

Interstitial: 768x1024 or 1024x768

*Leaderboards, medium rectangles and large rectangle run for one calendar month each. Leaderboards and medium rectangle ads receive 20% SOV. Large rectangle receives 100% SOV for one calendar month. Interstitial receives 100% SOV for one calendar week.