

Reputation

Published since 1952, **Contact Magazine** has a well deserved reputation for excellence among Michigan Credit Unions. **Contact Magazine** has been recognized with the highest of national awards and readers have come to know it for its readability, accuracy, in-depth coverage and professionalism.

Investment

Invest in your business!
Invest in serving Michigan Credit Unions!
Invest your advertising dollars with *Contact Magazine*!

Incredibly affordable, **Contact Magazine** puts your advertising dollars to work producing results. Multiple insertion discounts make it even more economical.

Plan your advertising budget today and don't miss this opportunity.

Action

Take action today and respond now. Credit Union managers, policymakers and staff want to know how your business can be serving their unique needs.

Contact Magazine is the resource you've been looking for to reach Credit Union decision-makers.



P.O. Box 8054
Plymouth, MI 48170-8054



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4th quarter 2010 | volume 59 • no. 4 | contact.mcu.org



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3rd quarter 2010 | volume 59 • no. 3 | contact.mcu.org

Unions HIGH candidates

ADVERTISING INFORMATION AND RATES

Position

Does your business provide specific products or services to Credit Unions? Do you have a message you'd like to convey to decision makers in the industry?

What can you do to build name recognition and make your business a leader in serving Credit Unions?

We have the answer — advertise in **Contact Magazine**.

Readership

Published quarterly, **Contact Magazine** is the flagship publication of the Michigan Credit Union League, the statewide trade association for Michigan Credit Unions. A direct communications link to Credit Union executives, policymakers and staff, **Contact Magazine** brings readers in-depth coverage of significant Credit Union topics. In addition, **Contact Magazine** boasts a regular line-up of features, human interest stories and informed opinions from industry leaders.

Opportunity

An excellent and unique advertising medium for businesses to reach decision makers in the Michigan Credit Union industry. No other publication targets this specific readership like **Contact Magazine**, making it a one-of-a-kind advertising opportunity for all businesses that serve Credit Unions.

Purchase 4 Full Page Process Color Ads and Pay in Full in Advance to Receive a 10% Discount

Advertising Rates

	Full Page Width 8 1/2" x Depth 11"		
	1 Time	2 Times	4 Times
Black	\$1,533	\$1,467 ea.	\$1,389 ea.
Black + 1 color	\$1,676	\$1,599 ea.	\$1,533 ea.
Process color	\$2,018	\$1,952 ea.	\$1,886 ea.

	Half Page Width 3 1/2" x Depth 10" (Vert.) Width 7 1/2" x Depth 4 3/4" (Horiz.)		
	1 Time	2 Times	4 Times
Black	\$1,114	\$1,014 ea.	\$ 982 ea.
Black + 1 color	\$1,257	\$1,147 ea.	\$1,114 ea.
Process color	\$1,599	\$1,521 ea.	\$1,489 ea.

	Quarter Page Width 3 1/2" x Depth 4 3/4"		
	1 Time	2 Times	4 Times
Black	\$ 595	\$ 563 ea.	\$ 529 ea.
Black + 1 color	\$ 739	\$ 695 ea.	\$ 662 ea.
Process color	\$ 1,080	\$1,048 ea.	\$1,014 ea.

	Inside Cover Full Page Front or Back, Inside Cover Width 8 1/2" x Depth 11"		
	1 Time	2 Times	4 Times
Black (+1 color included)	\$1,952	\$1,886 ea.	\$1,808 ea.
Process color	\$2,359	\$2,283 ea.	\$2,217 ea.

(Note: Cover contracts may not be cancelled)

Advertising rates are effective as of January 1, 2011. Discounts for multiple insertions must be for ads appearing within a 12 month period to earn frequency rate. No additional charge for bleeds on full page ads, please allow 3/8" for trim on bleeds and keep important illustrations and type at least 1/4" inside from trim edges. Separate inserts are not accepted. *All advertising rates are at gross cost. There are no agency discounts.*

All artwork must be supplied digitally. We accept QuarkXPress, Adobe Illustrator, Adobe Photoshop, and high-resolution Adobe PDF files. Files are accepted via CD or email. If you need additional information regarding file formats, please call CU Solutions Group at 800.262.6285. Typesetting revisions and other changes required in preparing ad for publication will be billed to the advertiser. Film negatives are not acceptable.

Contract

Contact Magazine is published four times annually and mailed Quarterly. Submission for advertising is due the first Monday of the month prior to publication. No cancellations are accepted after this deadline cut-off. Invoices will be sent following print distribution, along with a proof of publication.

CU Solutions Group is the exclusive agent for the sale of all advertising space in the Michigan Credit Union League & Affiliates' **Contact Magazine**. Through this contract, the advertiser named below and CU Solutions Group, hereby agree that advertising shall be published in **Contact Magazine** in accordance with the following specifications.

Today's Date: _____

Advertiser/Agency: _____

Street Address: _____

City/State/Zip: _____

Phone Number: _____

Contact Person: _____

E-mail: _____

Client/Product: _____

Ad Size: _____ Times: _____ Colors: _____

Insertion Dates: _____ Rate: _____

Content is subject to acceptance by CU Solutions Group and the Michigan Credit Union League & Affiliates. Advertising space is limited and ads will be accepted on a first-come basis. Liability for failure to publish or for inaccurate publishing is limited to proven damages, but in no case to exceed a refund of the amount paid for the advertising involved. Payment must be made upon invoice.

Approved by/title: _____ Date: _____

Submit this signed contract in advance or when shipping materials for publication to:
CU Solutions Group, Contact Magazine Advertising,
38695 W. Seven Mile Road, Suite 200, Livonia, MI 48152-7097.