



# MAKING THE MOST OUT OF YOUR INTEGRATION FUNDS

## Open Your Eyes to a Credit Union.<sup>®</sup> See how the new CU Link co-op campaign works for you.

Get the biggest bang for your buck when you put your CU Link Cooperative Advertising Program integration funds to work for your credit union. Explore the variety of options available from DP+, CUBE TV<sup>®</sup> and GSTV<sup>®</sup> at nearly every budget level.

Get the highest-quality creative into the market quicker and easier than ever too, since all assets are preapproved and have been developed in conjunction with the CU Link campaign assets.

Please choose from a wide range of creative services, digital opportunities and ad specialties. Credit unions may spend more than the 50% reimbursement but are limited to a total of \$20,000 when integrating with the CU Link campaign. Broadcast and cable TV plus AM/FM radio will stay at the state-level without co-branding.

Follow this simple process to place an order:



### STEP 1

Credit union selects from options provided and contacts DP+/CUBE TV/GSTV via email for any forms needed.

### STEP 2

Credit union completes appropriate forms and submits to email address provided.

### STEP 3

DP+, CUBE TV or GSTV submits an estimate for approval and a project timeline to CUSG Marketing Solutions who will coordinate with the credit union. Upon approval, work begins.

### STEP 4

DP+, CUBE TV or GSTV sends deliverables to vendor or media outlet as needed.

### STEP 5

DP+, CUBE TV or GSTV will invoice CUSG Marketing Solutions. The invoice will go to and be paid by MCUL for the amount up to half of the credit union's full fair share contribution. Amounts above that will be invoiced to the CU.

## INTEGRATION FUND MENU

Select any of the á la carte menu options you'd like to implement using your integration funds.

KEY FOR WHO  
TO CONTACT:



### OPTION

### DESCRIPTION

### INVESTMENT

### REQUIREMENTS

#### BILLBOARD

Contact DP+

14'x48' billboard for 4 weeks

\$2,000-\$4,000\* (1-2  
OOH billboard(s), 4-week  
duration depending on  
market and location)

\*Does not include print production costs

Completed order form  
and creative assets due  
5 weeks before posting

#### DYNAMIC MOBILE DIGITAL DISPLAY ADVERTISING

Contact DP+

- Geo-fence
- Mobile browser and in-app delivery
- Measurement: CTR, CTA (secondary in-banner interactions)
- Reporting: monthly engagement report by 10th of month
- Delivery: 70K impressions

\$775/month for  
3 months. Total minimum  
investment: \$2,325.

Completed order form  
and creative asset(s)  
required 10 business days  
prior to launch

#### DIGITAL AUDIO (PANDORA)

Contact DP+

- :15 and/or :30 spots
- Audio and digital static banners
- Targeting geography/audiences depending on objective

\$7,500 buy for  
4- to 8-week duration

Completed order form  
and media brief, plus  
audio spot and digital  
display. Creative assets, if  
available, due 3 weeks  
before launch.

#### DIGITAL DISPLAY ADVERTISING

Contact DP+

- Neighborhood-targeted sub-ZIP (ATZ)
- Delivery across desktop, mobile, tablet devices
- Measurement: CTR, click-through, view-through, engagement by placement pixels
- Reporting: live dashboard

\$2,750/month for  
3 months. Total minimum  
investment: \$8,250.

Completed order form,  
creative assets due 10  
business days prior  
to launch

#### GSTV

Contact GSTV

:15 templated video customized by GSTV at no charge. Ad will run approx. every 3 minutes during station hours for duration of campaign.

- \$2,500  
2 stations/10 weeks or  
4 stations/5 weeks
- \$5,000  
4 stations/10 weeks or  
8 stations/5 weeks
- \$10,000  
7 stations/12 weeks or  
15 stations/5 weeks

Completed order form  
plus creative asset  
approval 14 business  
days prior to desired  
air date

## CREATIVE

## AD SPECIALTY

OPTION	DESCRIPTION	INVESTMENT	REQUIREMENTS
<b>BRANDED POSTCARD</b> Contact DP+	Customize creative asset with credit union logo, deliver to vendor/media as needed	\$500 for each creative asset customized	Completed order form, provision of EPS version of logo 7 working days prior to delivery of needed asset
<b>BRANDED BILLBOARD</b> Contact DP+	Customize creative asset with credit union logo, deliver to vendor/media as needed. 3 messages/designs available.	\$500 for each creative asset customized	Completed order form, provision of EPS version of logo 7 working days prior to delivery of needed asset
<b>BRANDED SOCIAL MEDIA POST</b> Contact DP+	Customize creative asset with credit union logo, deliver to vendor/media as needed	\$500 for each creative asset customized	Completed order form, provision of EPS version of logo 7 working days prior to delivery of needed asset
<b>BRANDED DIGITAL BANNER AD</b> Contact DP+	Customize creative asset with credit union logo, deliver to vendor/media <ul style="list-style-type: none"> <li>• Static: 1 message/design available, 6 sizes</li> <li>• Rotating: 3 messages/designs available, 6 sizes</li> </ul>	\$600 for the first creative asset customized, \$300 for each asset in addition to the first. Must be ordered concurrently.	Completed order form, provision of EPS version of logo 7 working days prior to delivery of needed asset
<b>DIGITAL AUDIO &amp; DIGITAL VIDEO (CUBE TV)</b> Contact CUBE TV	<ul style="list-style-type: none"> <li>• Turnkey audio — choose from pre-made 2019 campaign audio templates. Customize with your CU's name, rates* and contact info. Includes royalty-free music and a custom voiceover.</li> </ul> <p>*Rate info customized where necessary</p>	\$900	Choose existing asset, complete order form, provide your credit union info, allow 1 week for delivery
	<ul style="list-style-type: none"> <li>• Turnkey video — choose from pre-made 2019 campaign video templates. Customize with your logo, voiceover and music.</li> </ul>	<ul style="list-style-type: none"> <li>• :15 turnkey video: \$1,000</li> <li>• :30 turnkey video: \$1,500</li> </ul>	Choose existing asset, complete order form, provide your credit union info and logo, allow 2 weeks for delivery
	Create your own video — stand out with unique videos based on the OPEN YOUR EYES TO A CREDIT UNION® campaign	<ul style="list-style-type: none"> <li>• Unique :15 video (1 scene): \$3,500**</li> <li>• Unique :30 video (2 scenes): \$5,000**</li> </ul> <p>**May include additional travel expenses</p>	Complete order form, you will be contacted by CUBE TV, allow 4–8 weeks for production and delivery
<b>IN-BRANCH CAMPAIGN POSTERS</b> Contact DP+	Includes: 3 customized, full-color 22"x18" posters	\$500	Completed order form, provision of your credit union logo, allow 4 weeks for delivery
<b>BRANDED POLO SHIRTS or T-SHIRTS</b> Contact DP+	30 white polo shirts, CU logo on front and campaign logo (OPEN YOUR EYES TO A CREDIT UNION®) on back of shirt. 100 or 500 white t-shirts with OYE logo on front w/ 2-color CU logo on sleeve.	\$850 for 30 polo shirts \$1,225 for 100 t-shirts \$3,796 for 500 t-shirts Plus tax and shipping	Completed order form and artwork approval 4 weeks prior to delivery
<b>BRANDED WATER BOTTLES</b> Contact DP+	100 white water bottles, credit union logo plus campaign logo (OPEN YOUR EYES TO A CREDIT UNION®) on the other side	\$500	Completed order form and artwork approval 4 weeks prior to delivery



# OUR PARTNERS ARE READY TO HELP BRING YOUR CAMPAIGN TO LIFE



CU Solutions Group® partners with DP+, a nationally recognized advertising agency, and Valassis, a print and digital services provider, to help credit unions achieve higher levels of success. We offer proven experience in:

- Brand development, research, logos, brand guidelines
- Digital media planning and buying
- Digital banners, search engine and email marketing, social media strategy, website development, community management, etc.
- Customized or turnkey creative assets
- Data, consulting and analytics, such as customer profiling and predictive modeling

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Imagine your commercial running next to premium content from HLN, MLB, On-the-Go Weather and more. Now imagine reaching 1 in 3 adults 18+ in a highly engaged environment with little distraction, resulting in unparalleled ad recall and consumer engagement. GSTV makes that possible.

CU Solutions Group proudly partners with GSTV to place your content in front of everyone at the pump through a one-to-one, full sight and sound ad experience. Create an effective, targeted plan to reach your community by selecting from 1,152 available gas stations.

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Make a lasting impression online or in your branch. CUBE TV has the technical knowledge and creative vision to produce high-quality, cost-effective broadcast work. Whether you're looking for a simple audio voiceover or a fully customized commercial shoot, we're your answer for all things audio and video production.

We specialize in turnkey options too. Looking to bolster this year's Open Your Eyes to a Credit Union® campaign? Ask about our variety of ready-to-use video assets.

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