



# GET THE BIGGEST BANG OUT OF YOUR INTEGRATION FUNDS

## Open Your Eyes to a Credit Union.® The CU Link campaign is built to grow your credit union.

It's easier than ever to optimize your CU Link Cooperative Advertising Program integration funds. With our partners DP+, CUBE TV® and GSTV, we've built a deep library of preapproved campaign assets, so you can choose the right creative and quickly get your message to market.

No matter what your budget level, you'll find a wide range of creative services, digital opportunities and ad specialties to select from. 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. State-wide CU Link broadcast/cable TV and AM/FM radio will continue to support your individual efforts.

Ready?  
Get started with this simple order process.



### STEP 1

Credit Union (CU) reviews options provided.

Contact  
[CULinkIntegration@CUSolutionsGroup.com](mailto:CULinkIntegration@CUSolutionsGroup.com)  
via email.

### STEP 2

We will contact you to discuss your objectives and to find the best solution to fit your needs.

### STEP 3

Our partners will issue an estimate, which will be submitted to you for approval.

Work begins when estimates are approved.

### STEP 4

DP+/CUBE TV/ GSTV sends deliverables to appropriate media (or other) vendor.

### STEP 5

Partner invoices CMS.

CMS invoices CU for any overages of reimbursement amount.

INTEGRATION FUND MENU

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

OPTION	DESCRIPTION	INVESTMENT	REQUIREMENTS
BILLBOARD	14'x48' billboard for 4 weeks	\$2,000–\$4,000* (1-2 OOH billboards, 4-week duration depending on market and location)  *Does not include print production costs	Signed proposal and creative assets due 5 weeks before posting
DYNAMIC MOBILE DIGITAL ADVERTISING	<ul style="list-style-type: none"><li>• Geo-fence</li><li>• Mobile browser and in-app delivery</li><li>• Measurement: CTR, CTA (secondary in-banner interactions)</li><li>• Reporting: monthly engagement report by 10th of month</li><li>• Delivery: 70K impressions</li></ul>	\$775/month for 3 months. Total minimum investment: \$2,325	Signed proposal and creative asset(s) required 10 business days prior to launch
RADIO (DIGITAL/PANDORA®)	<ul style="list-style-type: none"><li>• :15 and/or :30 spots</li><li>• Audio and digital static banners</li><li>• Targeting geography/audiences depending on objective</li></ul>	\$7,500 buy for 4- to 8-week duration	Signed proposal and media brief, plus radio spot and digital display. Creative assets, if available, due 3 weeks before launch
DIGITAL DISPLAY, PRE-ROLL VIDEO AND PAID SOCIAL ADVERTISING	<ul style="list-style-type: none"><li>• Neighborhood and ZIP code targeting</li><li>• Delivery across desktop, mobile, tablet devices</li><li>• Measurement: CTR, click-through, view-through, engagement by placement pixels</li></ul>	\$1,000/month for 3 months. Total minimum investment: \$3,000	Signed proposal and creative assets due 10 business days prior to launch
GSTV	:15 templated video customized by GSTV at no charge. Ad will run approx. every 3 minutes during station hours for duration of campaign	:15 video is \$140 per station, per week  Call for a custom estimate	Signed proposal plus creative asset approval 14 business days prior to desired air date

ON SCREEN MOVIE THEATRE COMMERCIAL	<ul style="list-style-type: none"><li>• :15 and/or :30 video spots</li><li>• Community-targeted</li><li>• Video spot runs on all theatre screens in front of every feature presentation</li><li>• Campaign duration depends on theatre selection</li></ul>	Packages starting at \$3,000 - includes one CUBE TV turnkey video	Signed proposal and commercial spot required 10 business days prior to launch
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CREATIVE

OPTION	DESCRIPTION	INVESTMENT	REQUIREMENTS
BRANDED POSTCARD	Customize creative asset with credit union logo, deliver to vendor/media as needed	\$500 for each creative asset customized	Signed proposal, provision of EPS version of logo 7 working days prior to delivery of needed asset
BRANDED BILLBOARD	Customize creative asset with credit union logo, deliver to vendor/media as needed. 3 messages/designs available	\$500 for each creative asset customized	Signed proposal, provision of EPS version of logo 7 working days prior to delivery of needed asset
BRANDED SOCIAL MEDIA POST	Customize creative asset with credit union logo, deliver to vendor/media as needed	\$500 for each creative asset customized	Signed proposal, provision of EPS version of logo 7 working days prior to delivery of needed asset
BRANDED DIGITAL BANNER AD	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	Signed proposal, provision of EPS version of logo 7 working days prior to delivery of needed asset
RADIO & VIDEO (CUBE TV)	Turnkey radio — choose from pre-made campaign radio templates. Customize with your CU's name, rates* and contact info. Includes royalty-free music and a custom voiceover  *Rate info customized where necessary	\$900	Choose existing asset, sign proposal and provide your credit union info, allow 1 week for delivery
	Turnkey video — choose from pre-made campaign video templates. Customize with your logo, voiceover and music	<ul style="list-style-type: none"><li>• :15 turnkey video: \$1,000</li><li>• :30 turnkey video: \$1,500</li></ul>	Choose existing asset, sign proposal and 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> **May include additional travel expenses	Signed proposal, you will be contacted by CUBE TV, allow 4–8 weeks for production and delivery
IN-BRANCH CAMPAIGN POSTERS	Includes: 3 customized, full-color 22"x18" posters	\$500	Signed proposal, provision of your credit union logo, allow 4 weeks for delivery

AD SPECIALTY

BRANDED T-SHIRTS	100 or 500 white or black T-shirts with Open Your Eyes to a Credit Union® logo on front and 2-color CU logo on sleeve	\$1,225 for 100 t-shirts \$3,796 for 500 t-shirts Plus tax and shipping	Signed proposal and artwork approval 4 weeks prior to delivery
BRANDED WATER BOTTLES	100 white water bottles, credit union logo plus MCUL tagline (Proud member of Michigan's credit unions) on one side, campaign logo (Open Your Eyes to a Credit Union®) on the other side	\$500	Signed proposal and artwork approval 4 weeks prior to delivery



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



**CONTACT:** [Tracie Reihm](#)  
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CU Solutions Group® partners with DP+, a nationally recognized advertising agency, along with a host of print and digital services providers, to help credit unions achieve higher levels of success. We offer proven experience in:

- Brand development, research, logos, brand guidelines
- Traditional 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

**CONTACT:** [Julia Francke](#)  
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[Lauri Despard](#)  
[LDespard@dpplus.com](mailto:LDespard@dpplus.com)



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.

**CONTACT:** [Shana Sistek](#)  
[Shana.Sistek@CUSolutionsGroup.com](mailto:Shana.Sistek@CUSolutionsGroup.com)



Make a lasting impression online, on-air 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 radio 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.

**CONTACT:** [Clara Calabro](#)  
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