



National Association of  
Federally-Insured Credit Unions

# ADVERTISING GUIDE

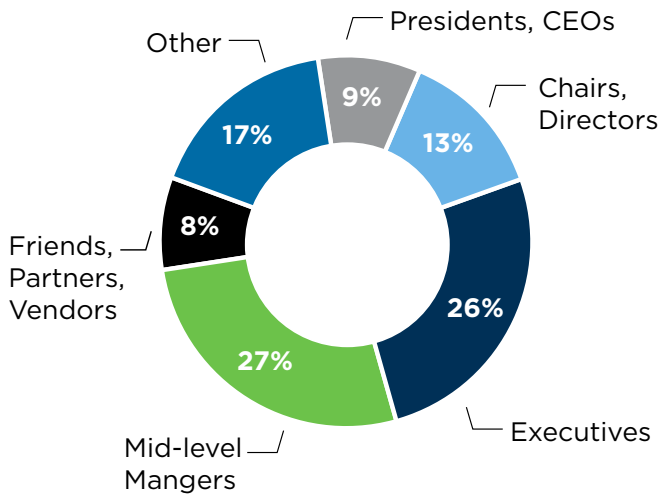
NAFCU has several advertising options available across its communications products to help credit union service providers reach decision makers. Here's a look at our opportunities to highlight your products, services, and resources, and expand your visibility across the industry.

# 2023

# NAFCU TODAY

NAFCU Today is NAFCU's farthest-reaching publication with over 26,000 opt-in subscribers. The e-newsletter is sent at 7 a.m. Eastern each business day and is the industry's go-to source for updates on legislation, regulation, compliance, and more.

## Who reads NAFCU Today?



### Feature Ad      Small Tile Ad

\$3,500/week      \$1,000/week

167px X 300px      167px X 100px

File requirements: Size less than 90KB, Format of GIF, PNG, or JPG, Name must contain no spaces

### Send all materials to:

[ndigital@nafcu.org](mailto:ndigital@nafcu.org)

[sales@nafcu.org](mailto:sales@nafcu.org)

[communications@nafcu.org](mailto:communications@nafcu.org)



October 18, 2022

[Utilize NAFCU's Grassroots Action Center to continue the fight against interchange legislation](#)

The best messenger with policymakers in Washington is the credit union who is out there every day trying to meet the needs of their members. The association is urging credit unions to use NAFCU's Grassroots Actions Center to speak out against the Credit Card Competition Act (CCCA) by sending a message to their lawmakers urging them to oppose the harmful legislation. NAFCU also encourages credit unions to share a statement that the association can publicly use with media, members of Congress, and others to oppose this bad policy.

[NAFCU research products provide in-depth data, calculations, and more for CUs](#)

Last week, NAFCU announced the release of its 2023 Federal Credit Union Operating Fee Calculator, which calculates how the NCUA's proposed budget for 2023 affects credit unions. Additionally, NAFCU's award-winning research team offers many other notable products to assist credit unions.

### Feature Ad

#### NAFCU CALENDAR

OCT 17 - 21 [Management and Leadership Institute](#)  
Annapolis, MD

OCT 18 [Strengthening Your CIP/EDD Program](#)  
Webinar

OCT 25 [Data Protection Fundamentals for Federal and State Compliance](#)  
Webinar

NOV 4 [NCUA - Member Expulsion Bylaws Amendment](#)  
Comments Due to NAFCU

### Central Ad

### Small Tile Ad

#### FOR A LIMITED TIME – GET THE 2023 EDITION OF THE COMPLIANCE ROADMAP WITH YOUR 2022 PURCHASE!

Hurry – this offer ends soon. Right now, when you purchase the 2022 edition of the NAFCU Compliance Roadmap, you'll receive the 2023 edition complimentary when it becomes available next spring. The Roadmap breaks down all the major regulations affecting credit unions with just one purchase for your entire CU team.

#### JOIN THE CONVERSATION:



National Association of Federally-Insured Credit Unions. 3138 10th St N Arlington, Virginia 22201

You received this message because you are subscribed to NAFCU emails.

Update your [email preferences](#) to choose the types of emails you receive. Received this message from a colleague? [Provide your contact information to start receiving our emails.](#)

[Unsubscribe from all future emails.](#)



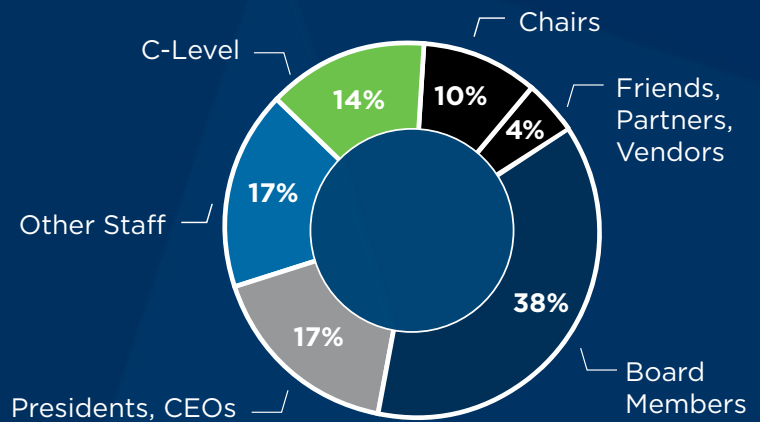
Visit [nafcu.org/advertise](http://nafcu.org/advertise) to learn more about NAFCU's full lineup of advertising and sponsorship opportunities.

# THE NAFCU JOURNAL

Six times a year, *The NAFCU Journal* delivers insightful articles and columns featuring industry leaders and experts on trends and issues of top concern to the nation's credit unions. Secure your 2023 advertising space early to put your product or service in front of the 5,200 credit union professionals and industry leaders who receive *The NAFCU Journal* year-round. *The NAFCU Journal* is also a component of NAFCU's larger communications strategy, being featured in *NAFCU Today*, *NAFCU UPDATE*, resource emails to members, and more.

## Who reads the NAFCU Journal?

- › CEOs/Presidents
- › Chief Financial Officers
- › Vice Presidents
- › Operations Managers
- › Board Chairs & Directors
- › Data Processing & Information Systems Staff
- › Lending Officers
- › Finance Managers
- › Regulation & Compliance Staff
- › Marketing Staff
- › Human Resource Specialists



## PRINT ADVERTISING

*The NAFCU Journal* has an average print circulation of 4,000. As a print advertiser, you'll have exclusive access to digital advertising opportunities.

### Ad Configurations

Full Page	2/3 V	1/3 V	1/2 I	1/6 H
1/2 H	1/6 V	1/3 SQ	Full Page Bleed	1/4 H

### Standard Page & Bleed Sizes

Unit	Width	Depth
Full Page	7" x	10"
2/3	4 1/2" x	9 3/4"
1/2 island	4 1/2" x	7"
1/2 horizontal	7" x	4 3/4"
1/3 vertical	2 1/8" x	9 3/4"
1/3 square	4 1/2" x	4 3/4"
1/4 horizontal	4 1/2" x	3 5/8"
1/6 vertical	2 1/8" x	4 3/4"
1/6 horizontal	4 1/2" x	2 1/8"
*Full page bleed	8 5/8" x	11 1/8"
*Full spread bleed	17" x	11 1/8"

### Four-Color

	1x	3x	6x
Full page	\$3,528	\$3,248	\$2,999
2/3	3,109	2,911	2,729
1/2	2,795	2,629	2,459
1/3	2,497	2,370	2,237
1/4	2,276	2,171	2,056
1/6	2,095	2,002	1,891
Cover 2	4,410	4,058	3,748
Cover 3	4,410	4,058	3,748
Cover 4	4,586	4,220	3,899

Preferred Position: Add 20%



Visit [nafcuhq.org/advertise](https://nafcuhq.org/advertise) to learn more about NAFCU's full lineup of advertising and sponsorship opportunities.

# THE NAFCU JOURNAL

## DIGITAL ADVERTISING

In addition to the print edition, *The NAFCU Journal* is now available as a digital hub to give readers access to the association's award-winning magazine content – on any device. Advertisers who secure four full-page ads in 2023 *The NAFCU Journal* print editions will have the exclusive opportunity to place advertisements and expand their brand visibility on our newly-launched digital site at no additional cost this year.

### Leaderboard Banner Box

Leaderboard	Banner	Box
728px x 90px	696px x 90px	300px x 250px
Random rotation between 2 ads every 7 seconds	Random rotation between 5 ads every 6 seconds	Random rotation between 6 ads every 5 seconds

Placements will coincide with print edition, running for 2 months (Jan-Feb, March-April, May-June, July-Aug, Sept-Oct, Nov-Dec)

The screenshot displays the NAFCU Journal website interface. At the top, the NAFCU logo and 'THE NAFCU JOURNAL' are visible. A green navigation bar contains the text 'Leaderboard Ad'. Below this, a dark blue navigation menu lists categories: HOME, FEATURED, EDUCATION, ADVOCACY, LEADERSHIP, COMPLIANCE, EVENTS, and PREFERRED PARTNERS. The main content area features several article cards with images and titles, such as 'Long-Term Outlook for the Share Insurance Fund', 'How to Become an Expert in Anything', and 'Credit Union Relief Resources'. A 'FEATURED' section highlights 'Enhancing Diversity & Inclusion'. A large green box labeled 'Box Ad' is positioned on the right. Below the main content, a green bar labeled 'Banner Ad' is shown. The bottom section is organized into columns with category headers: 'ADVOCACY' (featuring 'A Changing Tide: An Insider's Perspective on What to Expect in 2021'), 'COMPLIANCE' (featuring 'Fidelity Bonds Refresher'), and 'EDUCATION' (featuring 'Long-Term Outlook for the Share Insurance Fund'). A 'LEADERSHIP' section is also visible on the right side of the page.



Visit [nafcu.org/advertise](https://nafcu.org/advertise) to learn more about NAFCU's full lineup of advertising and sponsorship opportunities.

Issue	Available Online <small>*Dates subject to change</small>	Advertising Deadlines		
		Space	Print Materials	Digital Materials
MARCH/APRIL 2023	FEB 22, 2023	JAN 11, 2023	JAN 23, 2023	FEB 15, 2023
MAY/JUNE 2023	APR 26, 2023	MAR 15, 2023	MAR 27, 2023	APR 19, 2023
JULY/AUGUST 2023	JUNE 26, 2023	MAY 15, 2023	MAY 29, 2023	JUNE 16, 2023
SEPTEMBER/OCTOBER 2023	AUG 25, 2023	JULY 14, 2023	JULY 26, 2023	AUG 18, 2023
NOVEMBER/DECEMBER 2023	OCT 25, 2023	SEPT 13, 2023	SEPT 25, 2023	OCT 18, 2023
JANUARY/FEBRUARY 2024	DEC 26, 2023	NOV 13, 2023	NOV 30, 2023	DEC 19, 2023
MARCH/APRIL 2024	FEB 21, 2024	JAN 10, 2024	JAN 22, 2024	FEB 14, 2024

If you are interested in specific topics, please inquire at: [sales@nafcu.org](mailto:sales@nafcu.org)



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# THE NAFCU JOURNAL

## SUBMITTING MATERIALS & PRODUCTION QUESTIONS

### Advertising Inquiries

[sales@nafcu.org](mailto:sales@nafcu.org)

Phone: 703.842.2208

### Send all materials to

[communications@nafcu.org](mailto:communications@nafcu.org)

### Publication trim size 8 3/8" x 10 7/8"

- › Live area for bleed ads must be set back 1/4" from the trim edges and gutter.
- › 1/8" bleed allowance has been added to the bleed ad specs.
- › No crop marks.

**Preferred Materials** PDF/X-4 or PDF/X-1a, in CMYK. Alternate materials accepted include standard high-resolution, 300 dpi press-quality PDF format (be sure to embed all fonts) or an Adobe InDesign or QuarkXPress file (along with all linked graphics and fonts). Other formats may be accepted; please call for details.

**Color** All colors in files should be created as CMYK builds, never RGB, and not Pantone (PMS) colors, unless special arrangements have been made to print the ad in spot colors.

**Fonts** Send all fonts used in the file, unless you are sending a PDF with fonts embedded (see above).

- › OpenType or PostScript Type 1 fonts are accepted.
- › TrueType fonts may not print correctly and should not be used. We cannot guarantee an ad that uses TrueType fonts will print correctly.

**Proofs** Please send color proofs to ensure accuracy for your ads. We cannot guarantee the quality or accuracy of advertising material without a color proof.

**General Policies** Payment is due upon receipt of billing invoices and is considered delinquent after 30 days from the invoice date. When advertising is placed by an advertising agency on behalf of the advertiser, the National Association of Federally-Insured Credit Unions (NAFCU) holds the advertiser and agency responsible, jointly and severally, for payment of all space and production charges incurred. A written insertion order constitutes acceptance by the advertiser and/or agency of the conditions and policies set forth in this rate card. Payments by the advertiser to the advertising agency for services do not constitute payment to NAFCU. NAFCU is not bound by any conditions appearing on an order form or other written instructions if those conditions conflict with any policies or conditions set forth in this rate card or addenda hereto.

NAFCU reserves the right to refuse to publish reserved advertising space if payment has not been received for previously published advertisements, or if the advertiser has other delinquent payments outstanding with NAFCU. NAFCU also reserves the right to require pre-payment of advertising space reserved.

Advertising as last inserted will be repeated if no change in copy is received by the closing date for the issue. If no previous advertising is on hand, a public service announcement or a house ad will be substituted. In either case, the advertiser and/or agency remain responsible for payment of space reserved.

**Cancellations** Cancellations are not accepted after space closing date. Advertising must be inserted within one publication year of first insertion to earn frequency rates. Loss of credit due to account delinquency may affect frequency rates. Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the number of insertions upon which their billings have been based.

**Rates** Ad rates are subject to change. NAFCU will notify contract advertisers 90 days prior to rate change.

**Copy Regulations** All advertising is subject to publisher's approval and agreement by the advertiser and agency to indemnify and protect NAFCU from and against any claims, loss, liability or expense, including reasonable attorney's fees, arising out of publication of such advertisement. NAFCU reserves the right to reject any advertising or to request changes in any advertising copy.



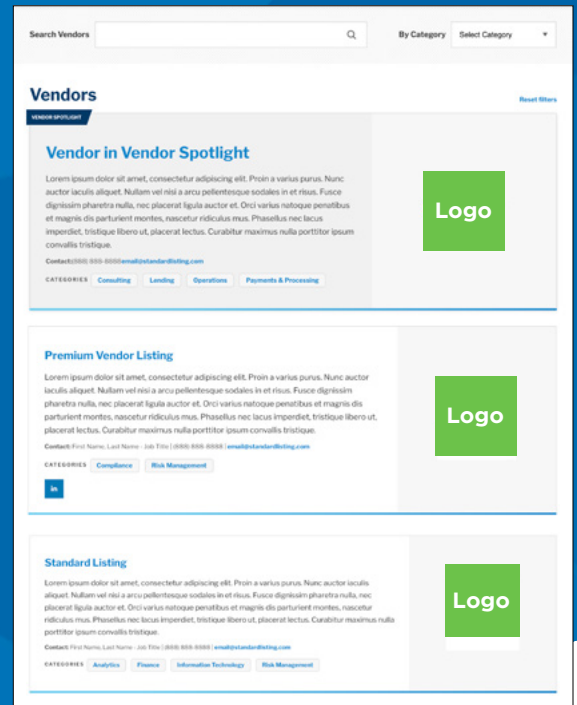
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# VENDOR DIRECTORY

NAFCU's annual Vendor Directory gets you year-round exposure: Housed on the association's website, the digital Vendor Directory is promoted throughout the year, keeping you top-of-mind among credit union decision makers.

## Features include:

- › Refined list of categories to make it easy for credit union executives to sort through
- › Dynamic keyword search and filtering functions
- › Direct links to your organization
- › Tracking data on your listing including link clicks and impressions
- › Ability to purchase listing for digital directory available all year (Vendor directory listings purchased after Jan. 1, 2023, will be pro-rated on a monthly basis.)



## LISTING OPTIONS

<b>PREMIUM - \$1,695</b> if secured by Nov. 4, 2022 Price will <b>increase to \$2,295</b> after Nov. 4, 2022	<b>Standard - \$995 annually</b> (pro-rated after January)
"Vendor Spotlight" listing in the digital directory, which will rotate daily. The spotlight is featured at the top of the full listings page.	
Company name, bolded and linked directly to company's desired URL.	Company name, linked directly to company's desired webpage in digital directory.
Logo, included in both print and digital directory.	
Contact information, including contact name, title, phone and email; clickable in digital directory.	Contact information, including contact name, title, phone and email; clickable in digital directory.
Promotion of the Vendor Directory within all NAFCU Conference apps and within limited NAFCU Today daily e-newsletters.	
Clickable social media icons for the digital directory.	
<b>Up to 4 category listings</b> with a 500 character company description.	<b>Up to 2 category listings</b> with a 250 character company description.

Secure your listing at [nafcu.org/directory-order](https://nafcu.org/directory-order)  
 Please reach out to us with any questions at: [sales@nafcu.org](mailto:sales@nafcu.org)



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