

NAFCU 2012 Annual Vendor Directory

Secure your listing by
November 1, 2011!

Keep your brand within their reach!

Each year, over 6,000 credit union professionals receive and reference NAFCU's Annual Vendor Directory, which will be printed with the January/February edition of *The Federal Credit Union* magazine in 2012. Secure your listing by November 1, 2011, to ensure your company's brand, product or solution is visible and among the top credit union solution providers listed in this printed guide. You can customize your marketing message to this exclusive community with a variety of listing options.

Plus, NAFCU's 2012 Vendor Directory will be advertised and downloadable directly from *NAFCU Today*, NAFCU's daily news publication with more than 10,000 subscribers! Subscribe for free at www.nafcu.org. And it will be accessible and searchable by the more than 130,000 visitors to NAFCU's website for 12 months!

The Federal Credit Union and Vendor Directory Circulation

Circulation Analysis

Average Circulation Per Issue for a 12-month period (ending in July 2010)

Total average circulation:	6,663
Non-paid circulation:	284
Paid circulation:	6,379

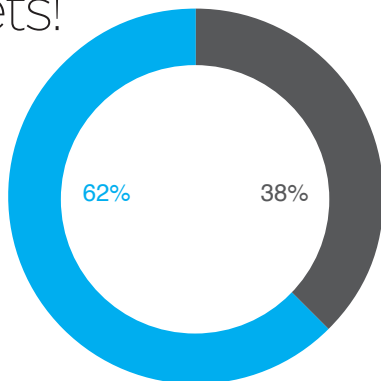


National Association of Federal Credit Unions | www.nafcu.org

NAFCU members have the assets!

Percentage of Total Federal Credit Union Assets

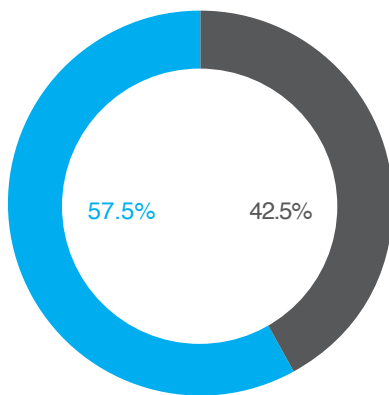
- NAFCU MEMBERS
- NONMEMBERS



NAFCU members have the membership!

Percentage of Total Federal Credit Union Membership

- NAFCU-MEMBER CREDIT UNIONS
- NONMEMBERS CREDIT UNIONS



(Based on NCUA 6/11 5300 report data)

The Federal Credit Union Readership Profile

The National Association of Federal Credit Unions (NAFCU), located in the Washington, DC area, is the only national trade association that exclusively serves federally chartered credit unions. Founded in 1967, NAFCU's primary purpose is to represent its members before Congress and the federal regulatory agencies. As such, an investment with NAFCU represents an investment in the credit union community. NAFCU's members are among the most progressive credit unions in the country, representing 62 percent of total federal credit union assets and 57.5 percent of individual federal credit union members nationwide.

The Federal Credit Union magazine reaches:

- 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

Choose the Listing Option That Fits Your Strategy and Budget!

Basic Listing—\$500

- Company name
- Contact name and title
- Company address
- Phone & fax numbers
- E-mail & website addresses
- 2 category listings

Bronze Listing—\$625

- Company name in **BOLDFACE**
- Contact name and title
- Company address
- Phone & fax numbers
- E-mail & website addresses
- 3 category listings with 50-word company description

Silver Listing—\$1,000

- Company name in **BOLDFACE**
- Contact name and title
- Company address
- Phone & fax numbers
- E-mail & website addresses
- 4 category listings with 100-word company description
- Company logo in black/white

Gold Listing—\$1,350

- Company name in **BOLDFACE**
- Contact name and title
- Company address
- Phone & fax numbers
- E-mail & website addresses
- 5 category listings with 150-word company description
- Company logo in 4-color



Vendor Directory Placement Order Form

Company Name:

Contact Name: Title:

Address:

City: State: Zip:

Country (if other than USA): Phone: Fax:

E-mail: Website:

Choose Your Listing

- Basic Listing—\$500 Bronze Listing—\$625 Silver Listing —\$1,000 Gold Listing —\$1,350

Choose Your Method of Payment

- Credit Card Check Enclosed Invoice me

Fill out the following if you chose to have us invoice you and your billing address is different than above:

Company Name:

Contact Name: Title:

Address:

City: State: Zip:

Country (if other than USA): Phone: Fax:

E-mail: Website:

Fill out the following if you chose to pay by credit card:

Credit Card Number: Expiration Date: Security Code:

Name on Card:

Address on Card:

City: State: Zip:

Signature:

Fax a copy of this completed order form to Sales Manager Barbara Curley at 213-232-3245. If you are paying by check, also mail a copy of this form along with your check to: **NAFCU Vendor Directory - 3138 10th Street North - Arlington VA 22201**

For more information about NAFCU's Annual Vendor Directory or advertising and sponsorship opportunities with NAFCU, contact Barbara Curley, Sales Manager bcurley@nafcu.org | Ph: 561-744-5808 | Fax: 213-232-3245

