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.
NAFCU Today is NAFCU’s farthest-reaching publication with over 29,000 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?**

- **Presidents, CEOs** 17%
- **Chairs, Directors** 9%
- **Executives** 13%
- **Mid-level Managers** 26%
- **Friends, Partners, Vendors** 27%
- **Other** 8%

*Send all materials to:*  
ndigital@nafcu.org  
sales@nafcu.org  
communications@nafcu.org

**Feature Ad**

- $3,000/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
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 2021 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

Who reads the NAFCU Journal?

- C-Level: 14%
- Chairs: 10%
- Friends, Partners, Vendors: 4%
- Presidents, CEOs: 38%
- Other Staff: 17%
- Board Members: 17%

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.

<table>
<thead>
<tr>
<th>Ad Configurations</th>
<th>Standard Page &amp; Bleed Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit</td>
<td>Width</td>
</tr>
<tr>
<td>Full Page</td>
<td>7”</td>
</tr>
<tr>
<td>2/3</td>
<td>4 1/2”</td>
</tr>
<tr>
<td>1/2 island</td>
<td>4 1/2”</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>7”</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>2 1/8”</td>
</tr>
<tr>
<td>1/3 square</td>
<td>4 1/2”</td>
</tr>
<tr>
<td>1/4 horizontal</td>
<td>4 1/2”</td>
</tr>
<tr>
<td>1/6 vertical</td>
<td>2 1/8”</td>
</tr>
<tr>
<td>1/6 horizontal</td>
<td>4 1/2”</td>
</tr>
<tr>
<td>Full page bleed</td>
<td>8 5/8”</td>
</tr>
<tr>
<td>Full spread bleed</td>
<td>17”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Four-Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$3,528</td>
<td>$3,248</td>
<td>$2,999</td>
</tr>
<tr>
<td>2/3</td>
<td>3,109</td>
<td>2,911</td>
<td>2,729</td>
</tr>
<tr>
<td>1/2</td>
<td>2,795</td>
<td>2,629</td>
<td>2,459</td>
</tr>
<tr>
<td>1/3</td>
<td>2,497</td>
<td>2,370</td>
<td>2,237</td>
</tr>
<tr>
<td>1/4</td>
<td>2,276</td>
<td>2,171</td>
<td>2,056</td>
</tr>
<tr>
<td>1/6</td>
<td>2,095</td>
<td>2,002</td>
<td>1,891</td>
</tr>
<tr>
<td>Cover 2</td>
<td>4,410</td>
<td>4,058</td>
<td>3,748</td>
</tr>
<tr>
<td>Cover 3</td>
<td>4,410</td>
<td>4,058</td>
<td>3,748</td>
</tr>
<tr>
<td>Cover 4</td>
<td>4,586</td>
<td>4,220</td>
<td>3,899</td>
</tr>
</tbody>
</table>

Visit nafcu.org/advertise to learn more about NAFCU’s full lineup of advertising and sponsorship opportunities.
DIGITAL ADVERTISING

New this year, The NAFCU Journal is launching a digital hub to give readers easier access to the association’s award-winning magazine content – on any device. Advertisers who secure four full-page ads in 2021 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. Stay tuned for more advertising options and pricing available to all in 2022.

Placements will coincide with print edition, running for 2 months (Jan-Feb, March-April, May-June, July-Aug, Sept-Oct, Nov-Dec)
<table>
<thead>
<tr>
<th>Issue</th>
<th>Featured Topics</th>
<th>Advertising Deadlines</th>
</tr>
</thead>
</table>
| JAN/FEB    | ➢ Regulatory and Legislative Outlook  
            ➢ NAFCU Leadership to ensure Credit Union Growth  
            ➢ 2021 Vendor Directory | JAN. 6 NOV. 10 NOV. 17 DEC. 30 |
| MAR/APR    | ➢ Strategies for Diversity, Equity, and Inclusion  
            ➢ Marketing Trends and Compliance Considerations  
            ➢ Cybersecurity Landscape for Virtual Services | FEB. 24 JAN. 13 JAN. 25 FEB. 17 |  
| MAY/JUN    | ➢ Small Business Lending After COVID-19  
            ➢ Fraud Trends  
            ➢ Stress Testing Strategies | APR. 28 MAR. 17 MAR. 29 APR. 21 |  
| JUL/AUG    | ➢ Economic Outlook  
            ➢ Enhancing CUs’ Performance  
            ➢ Exhibitor Directory [Annual Conference & Solutions Expo]  
            ➢ 2020 Annual Report | JUN. 28 MAY 17 MAY 28 JUN. 21 |  
| SEP/OCT    | ➢ Legislative Landscape  
            ➢ Top Compliance Challenges  
            ➢ 2021 NAFCU Annual Awards Winners | AUG. 27 JUL. 16 JUL 28 AUG. 20 |  
| NOV/DEC    | ➢ Regulatory Transparency  
            ➢ Leadership Tactics from Industry CEOs  
            ➢ Marijuana Banking | OCT. 27 SEP. 15 SEP. 27 OCT. 20 |  

*Dates subject to change*
SUBMITTING MATERIALS & PRODUCTION QUESTIONS

Advertising Inquiries
sales@nafcu.org
Phone: 703.842.2208

Send all materials to
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.

Visit nafcu.org/advertise to learn more about NAFCU’s full lineup of advertising and sponsorship opportunities.
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, 2021, will be pro-rated on a monthly basis.)

Listing Options

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>“Vendor Spotlight” listing in the digital directory, which will rotate daily. The spotlight is featured at the top of the full listings page.</td>
<td>Company name, linked directly to company’s desired webpage in digital directory.</td>
</tr>
<tr>
<td>Company name, bolded and linked directly to company’s desired URL.</td>
<td>Company logo.</td>
</tr>
<tr>
<td>Contact information, including contact name, title, phone and email; clickable in digital directory.</td>
<td>Contact information, including contact name, title, phone and email; clickable in digital directory.</td>
</tr>
<tr>
<td>Clickable social media icons for the digital directory.</td>
<td>Clickable social media icons for the digital directory.</td>
</tr>
<tr>
<td>Up to 4 category listings with a 500 character company description.</td>
<td>Up to 2 category listings with a 250 character company description.</td>
</tr>
<tr>
<td>NEW this year: Each premium company will receive dedicated social media posts on NAFCU’s Twitter and LinkedIn quarterly.</td>
<td></td>
</tr>
</tbody>
</table>

Secure your listing at nafcu.org/directory-order

Visit nafcu.org/advertise to learn more about NAFCU’s full lineup of advertising and sponsorship opportunities.