

# 2021 NAFCU Vendor Directory

*NAFCU's digital, interactive Vendor Directory will increase your exposure to the credit union industry's most powerful players*



**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\*

The digital directory will launch January 1, 2021, with an integrated marketing and communications strategy to drive traffic from various NAFCU and external channels throughout the year. In addition, the Vendor Directory is printed in the January-February edition of *The NAFCU Journal*.

VISIT [NAFCU.ORG/DIRECTORY-ORDER](https://nafcublog.org/directory-order) TO RESERVE YOUR LISTING NOW

\*To be included in print edition, (published in the January-February edition of *The NAFCU Journal*) order form must be completed by October 31, 2020. Vendor directory listings purchased after January 1, 2021, will be pro-rated on a monthly basis. Listings purchased after October 31, 2020, will not be included in the print version of the 2021 directory.



National Association of Federally-Insured Credit Unions

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

# Expand Your Reach



## DIGITAL DIRECTORY

NAFCU's website that generates nearly **2 million pageviews** each year



## INTEGRATED MARKETING PUSH

*NAFCU Today* - the association's daily newsletter - is sent to more than **20,000 subscribers** each day



## PRINT DIRECTORY

Featured in the January-February edition of *The NAFCU Journal*, which is mailed to more than **5,200 subscribers**

We want you to get the biggest bang for your buck.  
**We've added a new benefit for premium vendors to get you seen by NAFCU's social audience of almost 18,000.**

### LISTING OPTIONS

<b>PREMIUM - \$1,695</b> if secured by Oct. 31, 2020. Price will <b>increase to \$2,295</b> after Oct. 31.	<b>STANDARD - \$995</b>
"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 both in 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.
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.
NEW this year: Each premium company will receive dedicated social media posts on NAFCU's Twitter and LinkedIn quarterly.	



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# 2021 NAFCU Vendor Directory



Credit Union Solutions Providers

SEARCH VENDORS



Select Category



SEARCH

## Vendors

[Reset filters](#)

### VENDOR SPOTLIGHT

#### Vendor in Vendor Spotlight

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**CONTACT:** [\(605\) 555-5555](#) | [email@standardlisting.com](mailto:email@standardlisting.com)

[Category 1](#), [Category 2](#), [Category 3](#), [Category 4](#)



LOGO



#### Premium Vendor Listing

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**CONTACT:** Firstname Lastname - Director of Marketing | [\(605\) 555-5555](#) | [email@standardlisting.com](mailto:email@standardlisting.com)

[Category 1](#), [Category 2](#)



LOGO



#### Standard Vendor Listing

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[Category 1](#), [Category 2](#)

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