

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://nafcubiz.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 nafcubiz.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

| PREMIUM - \$1,695 if secured by Oct. 31, 2020. Price will increase to \$2,295 after Oct. 31. | STANDARD - \$995 |
|---|--|
| "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. | |
| Up to 4 category listings with a 500 character company description. | Up to 2 category listings with a 250 character company description. |
| NEW this year: Each premium company will receive dedicated social media posts on NAFCU's Twitter and LinkedIn each month (12 total posts for the year). | |



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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](tel:(605)555-5555) | 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](tel:(605)555-5555) | email@standardlisting.com

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



LOGO



Standard Vendor Listing

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

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