

# ALL CU NEWS



Supporting A Stronger Community™

## Media Kit

### Online Advertising

AllCUNews is the leader and information innovator for credit union-related news, blogs and discussion forums. AllCUNews is completely independent and open to industry participation. We are the only credit union information portal that offers free publishing tools for any webmaster to publish our regularly updated news feeds and blogs on their payment-related site. Services available to AllCUNews members include:

- Free member registration
- Free industry email
- Free RSS news feed support and syndication
- Free language translation
- Free blogs to qualified professionals
- Free industry job board and career services
- Free access to publish AllCUNews on your site

***Ask AllCUNews.com How To Use  
The Power Of Blogging To  
Advertise Your Company and Website For Free.***

## Traffic Stats:

- 7,000 hits per month
- Regular visitors from over 30 countries per month
- Unique visitors are increasing more than 300% month over month.

**AllCUNews  
has a 30%  
traffic increase  
every month**

Reach over 7,000 industry professionals every month

## Marketing

When advertising on AllCUNews, your brand and key messages will automatically receive additional exposure simply by being associated with our news and discussion portal.

AllCUNews is continuously adding the latest news to our site as it comes available. Syndication includes email, RSS feeds and third party web publishing. We are a featured member of PLUCK - a leading RSS reader tool, and we use the most popular blogging network resources including Newsgator, Technorati, MSN, Google, Yahoo, etc. We maintain high rankings using search engine optimization on the major search engines including Google, Yahoo, and MSN (among others).

AllCUNews currently advertises on MSN and Yahoo. We regularly publish relevant press releases to the international news wires, Google News and Yahoo News. We partner with industry associations in the publishing of industry-specific reports, and we benefit from crossover traffic from our sister publication AllCUNews.com dedicated to Credit Union news and information.

To Advertise: email [gilly@jcgogroup.com](mailto:gilly@jcgogroup.com)



**Advertising Rates**

	<i>Per Quarter</i>	<i>Per Year</i>
Run of Site Large Thumbnail (160w x 160h pixels) *	\$500 (gross)	2,000 (gross)
Run of Site Small Thumbnail ad (160w x 100h pixels)	400 (gross)	1600 (gross)
Targeted News Thumbnail (125w x 125h pixels) **	300 (gross)	1000 (gross)
Topic Sponsorship (button created by AllCUNews)	500 (gross)	1000 (gross)
E-Newsletter - Top Position (468w x 60h pixels) **	\$300 /week (gross)	
E-Newsletter - 2nd Position ***	200/week (gross)	
E-Newsletter - 3rd Position ***	150/week (gross)	
Company Listing or Industry Button Listing (see p. 3 for details)	500/year (total)	
Industry Button Listing (see p. 3 for details)	500/Quarter (gross)	
Press Release Posting Premier Positioning	Call for quote & Availability	
Press Release with Audio	Call for quote & Availability	
Custom Advertising Packages	Call for quote	

\* Banners rotate with a maximum of five advertisers per month. \*\* You can select the news topics and place your company ad and link on the news page. This also has an email forward option, which will spread your message your readers forward articles to their colleagues. \*\*\* Frequency: Daily - 40 word message and company link.  
 «Ad creation services are available (see above box for pricing) »

AllCUNews offers a variety of online sponsorship opportunities. We have options that fit most budgets and if you don't have the artwork available - we can prepare it for you for an additional fee of \$300. Just send us your message, your logo, your link and pms colors and we'll do the rest.

Whether it's a single run of site ad, or an integrated solution that includes targeted links, press releases and an email sponsorship to AllCUNews subscribers, AllCUNews can suggest a solution that will get your message out cost-effectively.

**Press Releases:** Post your press release in the premier location on AllCUNews for a set number of days and get you rmessage to more than 7,000 credit union professionals. For an additional fee have your client or partner provide an audio endorsement to post with your release - ask us how.

**Additional Services**

<b>Poll Generation</b>	<b>\$250/30 days</b>
<b>Press Release Distribution</b>	<b>\$150/release</b> (No edits published on AllCUNews, Google, Yahoo and Newswire)
<b>Press Release Distribution</b>	<b>\$350/release</b> (Editorial Review and publishing services)
<b>Ad Creation Services:</b>	
Large Thumbnail	<b>\$300</b>
Small Thumbnail	<b>200</b>

**Reporting:**  
 Advertisers and sponsors receive monthly reports with click through rates and much more.



# Specifications

## Accepted File Formats:

- Static GIF
- Animated GIF
- JPG

## Submission Schedule

All artwork is due 5 days prior to campaign start date

<b>Run of Site Lg. Thumbnail</b>	<b>160w x 160h pixels</b>
<b>Run of Site Sm. Thumbnail Ad</b>	<b>160w x 100h pixels</b>
<b>Targeted News Thumbnail</b>	<b>125w x 125h pixels</b>
<b>e-Newsletter - Top Position</b>	<b>468w x 60h pixels</b>
<b>e-Newsletter - 2nd Position</b>	<b>250w x 60h pixels</b>
<b>e-Newsletter - 3rd Position</b>	<b>250w x 60h pixels</b>

## Sponsorship of Industry Buttons

**BILL PAYMENT**

AllCUNews offers multiple industry buttons that can be placed in the left column for your company to sponsor including: ACH, Billpay, smart cards, contactless, card issuing, card-not-present, POS, contactless POS, stored value, ID theft, fraud, fraud consulting, data security, data compliance, loyalty, m-commerce, e-commerce, payroll, or any industry related custom button.

## Maximum File Size:

160 x 160	15K
160 x 100	15K
125 x 125	12K
468 x 60	15K
250 x 60	12K

## Delivery and Communications Instructions

- All insertion orders should be submitted via fax to 214-853-5373
- All files should be submitted as e-mail attachments sent to [gilly@jcogroup.com](mailto:gilly@jcogroup.com)
- Creative must be sent five business days prior to ad campaign start date. Changes and revisions once the ad campaign has begun require three business days' notice.

## Please include the following information in your e-mail messages:

- Name of Advertiser and/or Agency (if applicable)
- Name of Ad Campaign
- Creative File Names
- Ad Campaign Run Start and Stop Date
- URL for the ad link.



## Insertion Order

Insertion Order - AllCUNews.com

PLEASE COMPLETE, SIGN, AND FAX TO : 214-853-5373

Advertising Agency:

Company Name: \_\_\_\_\_

Bill to Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Main Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Creative Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Client: \_\_\_\_\_

Company Name: \_\_\_\_\_

Bill to Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Main Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Credit Card Information: CREDIT CARD PAYMENT MUST ACCOMPANY EVERY INSERTION ORDER

Card Type (check one):  Visa/Master Card  American Express  Discover

Card Number: \_\_\_\_\_

Expiration Date: Month \_\_\_\_\_ Year \_\_\_\_\_ Cardholder Name (as it appears on card): \_\_\_\_\_

Type of Participation, Dates, and Net Cost (please complete/check all that apply):

AD TYPE: \_\_\_\_\_

AD FREQUENCY: \_\_\_\_\_

SPONSORSHIP: Start Date \_\_\_\_\_ End Date \_\_\_\_\_ Net Cost \_\_\_\_\_

TOTAL NET COST FOR THIS INSERTION ORDER: \$ \_\_\_\_\_

I HAVE READ THE ATTACHED TERMS AND CONDITIONS AND COPY AND CONTRACT CONDITIONS AND AGREE TO THE TERMS AND CONDITIONS STATED THEREIN.

Signature of authorized client representative: \_\_\_\_\_

Date: \_\_\_\_\_



# Terms and Conditions

## **AllCUNews Advertiser/Sponsor**

All advertising and sponsorships are subject to acceptance by ACUN. Unless otherwise agreed to in advance, all payments are due via credit card at the time the insertion order is submitted.

## **Contracts**

Proper notification will be given of any rate increase. An advertiser has the right to cancel an advertising contract at the time the rate increase becomes effective.

## **Sequential Liability**

Advertiser and Advertising Agency are jointly and severally liable for payment. AllCUNews will not release any advertising agency from liability even if a sequential liability clause is included in the insertion order or any other writing relating to the placement of an advertisement.

## **Copy and Contract Conditions**

- All advertisements are accepted and published on the representation that both the advertiser and the advertising agency are authorized to publish the entire content and subject matter thereof. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the AllCUNews on it's officers, agents and employees, against all expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement.
- In the event of errors, ACUN's liability does not exceed the charge for the advertisement or sponsorship in question.
- No fraudulent or misleading insertion orders accepted.
- ACUN reserves the right, in its sole discretion, to reject, exclude, or cancel any insertion order at any time and to reject any and all advertising which it feels is not in keeping with its standards, policies and practices.
- ACUN is not subject to any liability whatsoever for inoperability of the web site in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes – whether legal or illegal – labor or material shortage, transportation or computer interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.
- ACUN does not guarantee any traffic or sales from advertising on the Web site.
- ACUN is not responsible for the accuracy of any corrections or changes made to any advertiser's material.
- All advertisement copy is subject to ACUN's approval.