

# Print Ad Rates & Information

## Ad Rates for Credit Union Magazine

Ad frequency	1 time	3 times	6 times	9 times	12 times
<b>Four color</b>					
Full page	\$6,995	\$6,635	\$6,210	\$5,790	\$5,360
Half page	4,900	4,645	4,350	4,060	3,760
Third page	4,405	4,180	3,915	3,645	3,385
Quarter page	3,745	3,450	3,230	3,000	2,795

## Classified

Ad frequency	2 times	3 times	6 times	9 times	12 times
Per line	\$7.95	\$7.60	\$6.45	\$5.70	\$5.60

Quarter-page ads appear in the Marketplace section/ad index.  
 Junior spread—Single half-page rate doubled.

## Rates for Credit Union Magazine Inserts

Quantity	2 page	4 page
5,000	\$3,245	\$4,870
Full run	5,410	9,195

Note: Tipped inserts have a surcharge of \$900 for the carrier card.

All rates assume the advertiser supplies acceptable, preprinted inserts.  
 Credit Union Magazine can provide insert printing services.  
 Please contact your sales representative for pricing.

## Special Offer!

Sign a **9-time** full-or half-page ad contract  
 and get a **FREE** 1-page advertorial  
 at the end of your campaign.

Sign a **12-time** full-page contract  
 and get a **2-page advertorial!**

Deadline for  
 Special Offer is **12/1/2011**

## Premium Positions

- Consecutively run 4-color ads—plus 15% per extra ad.
- Editorial position—plus 10%.
- 2nd, 3rd cover, page 3—plus \$500 (noncancellable).
- 4th cover—plus \$600 (noncancellable).

See pages 10 and 11 for ad package information.