

CREDIT UNION MAGAZINE'S

**DAILY**



**NEWS**

**CUNA'S 2004 FUTURE FORUM CONFERENCE**



**Here's your chance to advertise in *Future Forum Daily News*:  
Oct. 24-27, 2004, in Honolulu**

Ads in *Credit Union Magazine's Future Forum Daily News* guarantee the credit union movement's leading executives will see what you have to say.

Call attention to your exhibit booth in *Credit Union Magazine's Future Forum Daily News*.

The issues and challenges facing today's credit union leaders continue to mount. CUNA's 2004 Future Forum in Honolulu promises to be one of the best ever. Executives from credit unions of all sizes will attend. *Credit Union Magazine's Future Forum Daily News* is the official newspaper of the Future Forum. Attendees will turn to it Monday, Tuesday, and Wednesday for details about the meetings, daily schedules, key updates, and information.

**Each edition of *Future Forum Daily News* will be posted on CUNA's Web site. Your ad will be seen by credit unions across the U.S. as they log on to get updates of the Future Forum. ♦**

**Rates per insertion**

Ad size	Dimensions		One X	Two X	Three X
	W" x H"				
Full page	8.125" x 10.875"		\$980	\$830	\$705
1/2 page H	7" x 4.625"		\$520	\$445	\$378
1/3 page V	2.1875" x 9.5"		\$455	\$385	\$327
Spread	16.25" x 10.875"		\$1,960	\$1,666	\$1,416

Rates are for black and white ads. For four-color ads, add \$400. Ten percent (10%) discount for exhibitors.  
Note: ads are noncommissionable

\*Four-color ads limited to covers only

**Extend your reach with *Credit Union Magazine*—  
100% market penetration**

Before, during, and after the Future Forum, promote your company with ads in the most widely read publication in the credit union movement, *Credit Union Magazine*.

*Credit Union Magazine* reaches more than 35,000 credit union leaders each month. The BPA-audited pass-along rate of 4.1 means an additional 143,500 readers will see your ad! No other financial services industry publication can match the reach of *Credit Union Magazine*.

Each issue is sent to all affiliated credit unions, which means 100% market penetration for your product. The November issue will be dropped at all Future Forum attendees' hotel rooms as a special bonus distribution.

Get your message out through *Future Forum Daily News* and *Credit Union Magazine*. ♦



# CUNA's 2004 FUTURE FORUM CONFERENCE INSERTION ORDER

Please complete the following information and fax today: 608-231-4370



November 2004

**RATES:**

4/C rates (1x)\*

<b>CLOSING DATES:</b>	1 page	\$5,525
November = Sept. 17	1/2 page H	\$3,345
Mechanicals = Sept. 20	1/3 page V	\$2,398

\*B & W, two-color, and four-color rates available at [www.cuna.org](http://www.cuna.org)

**MECHANICALS:**

Digital specs:

- See attached digital ad specifications
- Do not send negatives
- Digital format only

ship mechanicals to:

*Credit Union Magazine*  
Attn: Phyllis Peterson  
5710 Mineral Point Road

Agency \_\_\_\_\_

Advertiser \_\_\_\_\_

Media Director \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

P.O. Number \_\_\_\_\_

Headline \_\_\_\_\_

Ad Size \_\_\_\_\_

Coupon:  Yes \_\_\_\_\_  No \_\_\_\_\_

One color: black     Two color\*     Four color

I qualify for a 10% exhibitor's discount.

My ad will run in the November issue of *Credit Union Magazine*.

As a 12x or 9x advertiser, I qualify for a black & white ad in *Future Forum Daily News* (if not previously run in GAC Daily News).

\*Converted to CMYK color (*Credit Union Magazine* only)

Rate/Cost \_\_\_\_\_

Special Instructions \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**SELECT WHICH ISSUES:**

- MONDAY, Oct. 25, 2004
- TUESDAY, Oct. 26, 2004
- WEDNESDAY, Oct. 27, 2004

**CLOSING DATES:**

Sept. 17, 2004

Mechanicals due Sept. 20, 2004

**EXHIBITOR ADVERTISER DISCOUNT:**

Exhibitors receive 10% off each insertion in *Future Forum Daily News*.

One color: black     Four color

**MECHANICALS:**

*Future Forum Daily News* mechanicals should be grayscale 300 ppi lzw compressed tiff files provided on Macintosh zip disk or CD. Also provide laser proof of ad.

Ship mechanicals to:

*Credit Union Magazine*  
Attn: Phyllis Peterson  
5710 Mineral Point Road  
Madison, WI 53705-4454

For more information call:  
Phyllis Peterson 800-356-9655, ext. 4077  
Cathy Woods 602-863-2212 (West, Southwest, Southeast)  
Mike Shevlin 847-656-0322, ext. 3009 (East Coast)  
Chris Kennedy 847-656-0322, ext. 3008 (Midwest).

**Mailing address:**

P.O. Box 431  
Madison, WI 53701-0431