

Advertising

Rates & Information

Connection Magazine

GEORGIA CREDIT UNION

Affiliates



2012

Why Advertise in Connection?

Connection is the official credit union news and information publication of Georgia Credit Union Affiliates (GCUA). Produced six times a year, the electronic magazine is provided as a free service to GCUA member credit unions and other state leagues, and is an ideal opportunity to communicate your message to decision makers in the credit union movement. **Connection** brings readers in-depth coverage of significant credit union topics, and boasts a regular line-up of feature stories, profiles, statewide event coverage, industry trends and current issues. Build name recognition. Promote products and services. Increase visibility. Advertise in **Connection**.

Connection is an electronic publication that offers enhanced visibility for advertisers, clickable ads, listing of advertisers and other interactive electronic features. The ease of delivery and interactive capabilities allow readers to view advertiser Web sites for an enhanced experience.

The below table illustrates the 2012 advertiser rates for **Connection** magazine. Advertisers have the pricing option of 1-3 insertions or 4-6 insertions.

Clickable	1 – 3 Ads	4 – 6 Ads
Full Page 8.5 x 11 (Bleed 8 5/8" x 11 1/4")	\$675.00	\$575.00
Half Page 7 3/4" x 5" or 3 3/4 " x 9 3/4"	\$495.00	\$420.00

Readership

Connection is a direct communications link to roughly 1,500 credit union CEOs, managers, board members and staff.

Investment

Advertising in **Connection** is a great investment in your business. Rates are affordable and your message is targeted to the decision makers you want to reach. Multiple insertion discounts make it even more affordable, so begin planning your advertising schedule today.

- All ads are full-color.
- Ad placement will be determined by the editor.
- Only one ad per advertiser allowed in each issue.
- Advertiser may combine ad sizes in separate issues to qualify for insertion discounts.
- Ads can be created at an additional cost by contacting [Kodisha Taylor](#) at [Growth By Design](#).
- Frequency rate is based on a calendar year.
- An invoice will be sent to you for full payment.

Ad Specifications

- Full page ads are 8 1/2" x 11" (Bleed 8 5/8" x 11 1/4")
- Half page ads are 7 3/4" x 5" or 3 3/4" x 9 3/4"

Only camera-ready ads are accepted. Please send ads in one of the formats below:

- MAC, PC, Quark, Illustrator, Photoshop and InDesign
- Prefer logos that are EPS files, but will accept in other formats. Images are preferred in PSD or TIF files. 300 DPI images that are JPEG or PDF.
- Publisher or Corel Draw cannot be accepted

Instructions for submitting ads:

- Supply fonts, graphics
- All color images need to be RGB
- Email ads to Kodisha Taylor at kodishat@growthbydesign.org

General Conditions

GCUA reserves the right to refuse advertising at its discretion.

For questions or concerns, please call Kodisha Taylor at (800) 768-4282 ext. 3485 or email at kodishat@growthbydesign.org.

Georgia Credit Union Affiliates Connection Magazine —2012 Order Form



It is your responsibility to send your ad in by the closing dates indicated below to be included in the requested issue(s).

<i>Issue</i>	<i>Ad Size</i>	<i>Cost</i>	<i>Closing Dates</i>
Jan/Feb			<i>January 18, 2012</i>
Mar/Apr			<i>March 15, 2012</i>
May/June			<i>May 16, 2012</i>
Jul/Aug			<i>July 13, 2012</i>
Sep/Oct			<i>September 12, 2012</i>
Nov/Dec			<i>November 13, 2012</i>

Total: \$ _____

You will be invoiced once your ad has run in the each requested issue of Connection.

Company Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Email _____
 Contact Person _____
 Title _____

Advertising Agency (if applicable)

Agency Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Email _____
 Contact Person _____
 Title _____

Signature _____
 Date _____

GCUA Signature _____
 Date _____

<i>Size</i>	<i>1—3 ads</i>	<i>4—6 ads</i>
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Half Page 7 3/4" x 5" or 3 3/4" x 9 3/4"	\$495	\$420

If you have any questions or need additional information, please contact Kodisha Taylor at (800) 768-4282 ext. 3485 or kodishat@gcu.org.