

# 2012

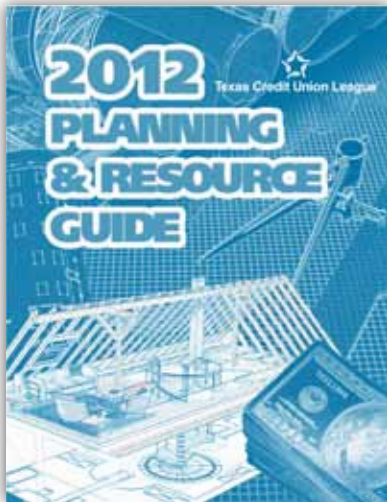
## Planning & Resource Guide Media Kit

*The most popular calendar for credit union executives in Texas and Arkansas is better than ever.*

### Get Year-Round Exposure for your Marketing Dollar!

This planning calendar is used by credit unions throughout the year, and is a valuable tool to reinforce your business relationships. As in years past, the Guide includes:

- Customized versions for both Texas Credit Union League and Arkansas Credit Union League members,
- A complimentary copy mailed to every affiliated credit union CEO and marketing contact in both states,
- A 2012 Month-at-a-Glance calendar with important events, dates, and training noted, along with a 2013 calendar for future planning,
- An alpha list of credit unions in the state, with contact names, phone numbers, fax numbers, assets, chapter, web site, and e-mail addresses,
- An alpha list of league staff, phone numbers, titles and departments, and
- A listing of additional important numbers, addresses and much more.
- *4-color ads! Increase your visibility.*



**Credit Union Resources, Inc.**  
4455 LBJ Freeway, Ste. 1100  
Farmers Branch, Texas 75244

**Tracy Florida, Director –  
Exhibits & Sponsorships**  
Credit Union Resources, Inc.  
800-442-5762, Ext. 6641  
tflorida@curesources.coop

**Steve Stovall,  
Assistant Vice President**  
Marketing Resources  
800-442-5762, Ext. 6473  
stovall@curesources.coop

*Contact us today for more information  
or to request a sample.*



**Credit Union Resources, Inc.™**



## RATES

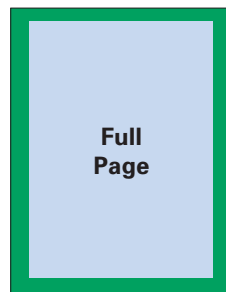
	One State Rate	Two State Rate	Free Guides Included
Back Cover	\$ 2,000	\$ 2,200	6
Inside Front or Inside Back Cover	\$ 2,000	\$ 2,200	6
Full Page	\$ 1,000	\$ 1,200	4
1/2 Page	\$ 800	\$ 1,000	2
1/4 Page	\$ 600	\$ 800	1

## DEADLINES

	2012 Edition
Space	11/16/2011
Materials	11/23/2011

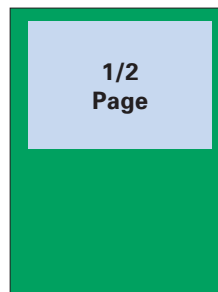
## AD SIZES

Page trim-size is 8.5" w x 11" h. Green area represents non-printing area. *Ads do not bleed. Live area on cover ads is 8" w x 10.5" h.*

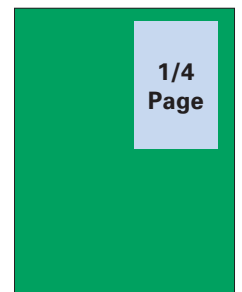


**Full Page**  
Ad size is  
7.5" x 10"

*Ad does not bleed.*



**1/2 Page**  
7.5" x 4.75"  
*Can be top or bottom of page.*



**1/4 Page**  
3.5" x 4.75"  
*Right or left, top or bottom.*



**Cover**  
Ad size is  
8.5" x 11"  
**Include Bleed**  
*Coverage must extend to 8.75" x 11.25"*

## ADVERTISING REQUIREMENTS:

### DIGITAL

#### ACCEPTED FILE TYPE:

Ads must be supplied digitally in InDesign, QuarkXPress 8 or earlier, or High-Res Acrobat PDF files. Flattened .tif and .eps files are also accepted. *(Advertisers must include the fonts and linked files used in building the ad. Preferably, please convert all fonts to outlines.)*

We are not able to accept files in Microsoft Word, PowerPoint, Publisher or PageMaker.

#### RESOLUTION:

All placed graphic files should be created at a minimum of 300 dpi (for 150-line screen printing), not exceeding 100% scale, with a graphic or page layout program.

#### COLOR:

Ads should be created as CMYK.

#### FONTS:

Please provide all fonts used in the creation of your ad. To avoid potential problems, it is preferred that all fonts be converted to outlines. For PDF files, please confirm all used fonts are embedded.

#### PROOFS:

A composite proof should accompany all ads. Publisher is not responsible for shifts in color due to differences between the file and proof.

#### SUBMISSION:

Send files on CD, DVD, or via e-mail. Due to our firewall, no .zip files can be accepted (.sit compressed files are allowed). If sending via e-mail, send files to [rreid@curesources.coop](mailto:rreid@curesources.coop).

No photocopies, camera-ready art, tear sheets from previously printed ads, or faxes accepted.

### MECHANICAL

#### PUBLICATION TRIM SIZE:

8.5" w x 11" h

#### PRINTING:

Direct-to-plate, offset.

#### FILE SUBMISSION:

(see Accepted File Type)

#### BINDING:

Coil

#### LIVE AREA:

*Inside ads (full page, half page, quarter page)* – Live area is considered the ad size, as these ads do not bleed.

*Cover ads* –  
8" w x 10.5" h

#### LPI:

150-line screen

#### ACTUAL BLEED:

*Inside ads (full page, half page, quarter page)* – None

*Cover ads* –  
1/8" (8.75" w x 11.25" h)



# TERMS & CONDITIONS

By advertising in a Credit Union Resources, Inc (collectively referred to herein as Resources) publication, the Advertiser and its Agents (collectively referred to herein as "Advertiser") agree to the following advertising terms and conditions:

- 1) The acceptance of advertisers or sponsors by Resources is based upon social, professional, ethical, and legal considerations. Advertisers and sponsors must be in keeping with the missions and visions of Resources.
- 2) Resources reserves the right to unilaterally reject or cancel any advertisers or sponsors that it deems are not in the best interest of Resources, its members, and consumers.
- 3) Advertisers are jointly and severally liable for all content (including text representation and illustration) of the advertisement printed. Advertisers shall indemnify and hold harmless Resources from and against any and all claims, demands, actions, judgments, costs, damages, expenses and liabilities inclusive of attorney fees and court costs arising out of or in connection with Advertiser's advertisement. Resources shall not be responsible for any direct or indirect damages to Advertisers arising out of this agreement.
- 4) Advertisements do not constitute endorsements by Resources.
- 5) Resources reserves the right, in its sole and absolute discretion, to position advertisements anywhere in the publication.
- 6) While every effort is made to assure the timely release of the publication, Resources is not liable for printing or publishing delays. Resources shall not be responsible for any typographical or printing errors.
- 7) Payment in full is due and owing upon Resources' receipt of the artwork or listing. Checks should be made payable to Credit Union Resources, Inc. Cancellations may not be made after the publication closing deadline, and no refunds will be available after such deadline. Advertisers are jointly and severally responsible for all advertising costs.
- 8) Artwork will not be returned except by written agreement signed by Resources.
- 9) This Agreement shall in all respects be interpreted and enforced in accordance with the laws of the State of Texas. If an action, suit, judicial or other legal proceeding shall be brought to enforce any right, remedy or claim arising under this Agreement, it is expressly agreed that venue for such action, suits or other judicial proceeding shall lay in the County of Dallas, State of Texas.
- 10) This Agreement contains the entire agreement of the parties; this Agreement supersedes any agreement Advertisers may have among themselves or that is submitted with any Advertiser's artwork or advertising copy.

By signing below, I acknowledge that I have read the Credit Union Resources, Inc. Advertising Terms and Conditions, and accept the "Advertising Policies" information contained therein.

# ADVERTISING PLACEMENT ORDER FORM

**Company Name** \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Street \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

**Billing Contact** \_\_\_\_\_ Title \_\_\_\_\_

Billing Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

**I would like to participate in the following advertising opportunities**

**2012 Planning & Resources Guide** (specify details below)

State  Texas  Arkansas  Both

Ad Size

Cover;  Full page;  1/2 page;  1/4 page ..... \$ \_\_\_\_\_

Additional Guides @ \$10 each – \_\_\_\_\_ \$ \_\_\_\_\_ **Total Amount Due \$ \_\_\_\_\_**

**PAYMENT OPTIONS**

Payment enclosed  Please send me an invoice

X \_\_\_\_\_

Authorized Signature

\_\_\_\_\_ Date

\_\_\_\_\_ Print Name and Title

**Please complete the Advertising Placement Order form and return to:**

Tracy Florida, Director – Exhibits & Sponsorships  
Credit Union Resources, Inc.  
P.O. Box 655147, Dallas, TX 75265-5147  
800-442-5762, Ext. 6641 • tflorida@curesources.coop

or

Steve Stovall, Assistant Vice President – Marketing Resources  
Credit Union Resources, Inc.  
P.O. Box 655147, Dallas, TX 75265-5147  
800-442-5762, Ext. 6473 • stovall@curesources.coop