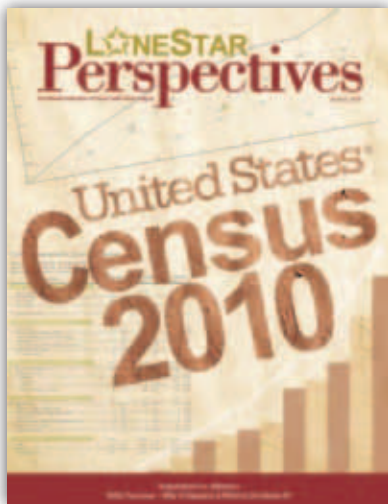


# 2011

# LONE STAR Perspectives Media Kit



*Lone Star Perspectives is a quarterly publication of the Texas Credit Union League (TCUL) and is offered to TCUL-affiliated credit unions as a dues-supported service.*

*Our member credit unions look to our publications and website for the latest industry news and League program updates, along with extensive products and services. By advertising with TCUL, you can capitalize on our close relationship with our members, and our well-respected reputation among influential credit union leaders throughout Texas.*

## EDITORIAL CONTENT

Each issue features articles in the following areas:

- Products & Services
- News
- Philosophy in Action
- Professional Development
- Small Credit Unions
- Regulatory & Compliance
- HR Corner

**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 • 469-385-6641  
tflorida@curesources.coop



**Texas Credit Union League™**



**Credit Union Resources, Inc.™**



## RATES (4-Color)

	1 Run	2 Runs	4 Runs
Back Cover	\$ 2,295	\$ 2,195	\$ 2,070
Inside Front/Inside Back Cover	1,870	1,775	1,685
Full Page	1,625	1,550	1,465
Half Page	975	925	880
Third Page	755	720	680

## DEADLINES

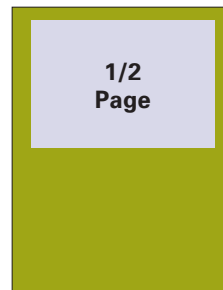
	Spring 2011	Summer 2011	Fall 2011	Winter 2012
Space	2/18	5/23	8/22	11/16
Materials	2/22	5/26	8/26	11/23

## AD SIZES:

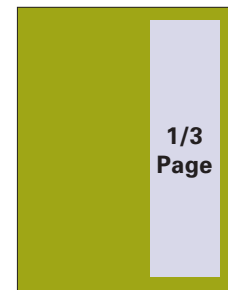
Green area represents non-printing area. Actual trim size is 8.375" w x 10.875" h  
*Live area on full page ad is .375" inside the trim.*



**Full Page**  
 Coverage is  
8.375" x 10.875"  
**Full Page incl. Bleed**  
 Coverage must  
 extend to  
 8.625" x 11.125"



**1/2 Page**  
 7.375" x 4.875"  
*Can be top or  
 bottom of page.*



**1/3 Page**  
 2.67" x 9.75"  
*Right or left,  
 opposite binding.*

## ADVERTISING REQUIREMENTS:

### DIGITAL

#### ACCEPTED FILE TYPE:

Ads must be supplied digitally in native InDesign/Quark files, or High-Res Adobe 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:

All colors should be created in CMYK or grayscale builds.

#### 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 [tflorida@curesources.coop](mailto:tflorida@curesources.coop).

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

### MECHANICAL

#### PUBLICATION TRIM SIZE:

8.375" w x 10.875" h

#### PRINTING:

Direct-to-plate, offset.

#### FILE SUBMISSION:

(see Accepted File Type)

#### BINDING:

Saddle-stitched

#### LIVE AREA:

Full page ads –

7.625" w x 10.125" h

Half page ads, Quarter page ads –

Live area is considered the ad size, as these ads do not bleed.

#### LPI:

150-line screen

#### ACTUAL BLEED:

Full page ads –

1/8" (8.625" w x 11.125" h)

Half page ads and Quarter page ads – None



## TERMS & CONDITIONS

By advertising in a Texas Credit Union League and its subsidiary, Credit Union Resources, Inc (collectively referred to herein as TCUL) 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 TCUL is based upon social, professional, ethical, and legal considerations. Advertisers and sponsors must be in keeping with the missions and visions of TCUL.
- 2) TCUL reserves the right to unilaterally reject or cancel any advertisers or sponsors that it deems are not in the best interest of TCUL, 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 TCUL 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. TCUL shall not be responsible for any direct or indirect damages to Advertisers arising out of this agreement.
- 4) Advertisements do not constitute endorsements by TCUL.
- 5) TCUL 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, TCUL is not liable for printing or publishing delays. TCUL shall not be responsible for any typographical or printing errors.
- 7) Payment in full is due and owing upon TCUL's 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 TCUL.
- 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 Texas Credit Union League 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**

**Lone Star Perspectives – Quarterly, Full Color Publication**

**Total Amount Due \$** \_\_\_\_\_

*(specify details below)*

2011 Insertion Dates

Spring;  Summer;  Fall;  Winter

Ad Size

Back Cover;  Inside Front Cover;  Inside Back Cover;  Full page;  1/2 page;  1/3 page

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

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