

SPECIAL ADVERTISING OPPORTUNITIES

High Impact Ad Units

Credit Union Times offers exciting ad units to help you get our readers' attention. Ask your sales representative how you can take advantage of these opportunities outlined below.



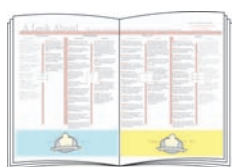
Gatefolds/Cover Wraps/Cover Tips

In 2007 *Credit Union Times* introduced cover wraps and cover tips to great success. These unique ad units allow your firm to have the ultimate prime position in *Credit Union Times*—the cover. Also, expand your ad across three full pages, starting inside the front cover, back cover or inside the magazine with gatefold advertising.



Inserts

Have inserts tipped-in. Inserts can be in a wide variety of sizes and page counts.



Event Calendar Sponsorship

Take out a banner ad below our popular association and vendor calendars to really get noticed. See the editorial calendar for calendar run dates and note that calendar updates are printed throughout the year.



Belly Band

A four to eight inch wide band of paper with your advertisement that wraps around each subscriber's issue—a great way to draw attention to your ad inside the issue.



Polybag Inserts

Insert your ad into the polybag for shipment.



Polybag Stickers/Stickers

Add a sticker with your ad message to the polybag of each mailed issue. Advertisers should note that a polybag is not necessary. You can also have stickers put directly on the issue.

SALES REPRESENTATIVES:

Arlington Publishers Representatives, Inc.

P.O. Box 1555
Arlington Heights, IL 60006
PHONE: 847/577-8980 / FAX: 847/577-0129

James Oestmann: joestmann@arlpub.com

Minnesota North Dakota South Dakota Wisconsin

Mitchell Marketing Group, LLC

52 Hillside Ave.,
Florham Park, NJ 07932
PHONE: 973/822-3522 / FAX: 973/822-3504

Clancey Mitchell: clanceym@optonline.net

Alabama	Georgia	New Jersey	South Carolina
Connecticut	Maine	New York	Vermont
Delaware	Maryland	North Carolina	Virginia
Dist. of Columbia	Massachusetts	Pennsylvania	West Virginia
Florida	New Hampshire	Rhode Island	

The R.W. Walker Co., Inc.

601 West Fifth Street, Suite 205
Los Angeles, CA 90071
PHONE: 213/896-9210 / FAX: 213/896-9209

Mike Walker: mike@rwwcompany.com

Alaska	Idaho	North California	Washington
Arizona	Montana	Oklahoma	Wyoming
Colorado	Nevada	Oregon	Canada
Hawaii	New Mexico	Utah	

John M. Wiley: johnw@rwwcompany.com

Arkansas	Kansas	Mississippi	South California
Illinois	Kentucky	Missouri	Tennessee
Indiana	Louisiana	Nebraska	Texas
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