

Credit Union **smart**solutions

an educational guide for credit union products and services

Tell Your Story To Your Best Banking Prospects.

Storytelling is a powerful marketing tool and a great way to leave a lasting impression on an audience. Share your story in **SmartSolutions** and reach 5,000 credit union decision makers in Massachusetts, Connecticut, Rhode Island, Maine, New Hampshire, and Vermont.

SmartSolutions, The Warren Group's new multimedia outlet for credit unions, will provide valuable industry insight from you, our award-winning editorial staff and other vendors. Credit union professionals turn to SmartSolutions as they look to improve their services, update operations and grow their business.

SmartSolutions will be available to credit union professionals all year long as a digital magazine and website hosting your company profile, story and advertising. You can add and upload new content including articles, video, whitepapers, images and podcasts. Commit to a full page ad and receive a free podcast interview with one of our financial reporters. Each interview will be posted online and available for you to reuse in other marketing initiatives.

Your partnership with The Warren Group has its benefits. We will market your services in **SmartSolutions** throughout the year at The Great New England Credit Union Show, within targeted email campaigns and in the pages of our industry-focused trade publications.

Premium Package

\$1,295

Full Page Digital Edition Ad (7.25" X 9.75")
Dedicated Page on SmartSolutions Website
Digital Delivery Email Ad (300 X 250)
Podcast Interview

Deluxe Package

\$795

Half Page Digital Edition Ad (7.25" X 9.75")
Dedicated Page on SmartSolutions Website
Digital Delivery Email Ad (140 X 250)

MEDIA SOLUTIONS

> WEBSITE

2014 launch of website dedicated to New England Credit Union Professionals



> DIGITAL EDITION

Inaugural digital only issue: interactive & easily accessible



> DIRECT EMAIL

5,000 e-mail distribution to all 531 Credit Unions in six New England states

