

2015 MARKETING OPPORTUNITIES



Our Members Are Your Best PROSPECTS

Start building stronger business relationships today.

This is your opportunity to directly reach the CEOs, presidents, executives, directors, managers, and specialists within almost every credit union in Massachusetts, New Hampshire and Rhode Island. In partnership with the Cooperative Credit Union Association (consisting of The Massachusetts Credit Union League, the New Hampshire Credit Union League and the Credit Union Association of Rhode Island), we inform more than 9,000 high-level credit union and related industry professionals in 280 credit unions across the three states. Credit unions have grown into a powerful force in New England, and our coverage area boasts over 13,000 employees with nearly \$25 billion in total assets.

We can connect you to the decision-makers for these institutions, those with the authority to purchase products and services. Our suite of marketing options is your direct route to get your message in front of successful C-level financial executives. CenterPoint sets the standard for in-depth news and information that is vital to the leaders of this highly-influential financial industry.



To learn more about **CenterPoint** or to customize a marketing program unique to your business needs, call **617-896-5307** or email advertising@thewarrengroup.com.

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine **CenterPoint**

> ONLINE

Website and Digital Magazine Advertising
Direct Email Marketing

> EVENTS

Sponsorship and Exhibitor Opportunities at
The Great New England Credit Union Show



The Official Magazine of the Massachusetts Credit Union League, Credit Union Association of Rhode Island and New Hampshire Credit Union League

Benefits of Trade Publications

With a pass-along rate of three readers per copy and bonus trade show distribution, more than 9,000 financial professionals can see your message in CenterPoint.

With 96% penetration through print and web platforms, in addition to the 80% of business professionals who attend trade events, the power of b-to-b media to reach customers is clear.

— The Association of Business Information & Media Companies

Magazines score higher than TV or the internet in “ad receptivity” and other engagement measures, and among digital readers, 73% read or tap on advertisements appearing in electronic magazines.

— The Association of Magazine Media

Synergent has grown in both revenues and member institutions over the last few years. I attribute much of that to our marketing efforts which have included our long relationship with CenterPoint Magazine.

— Debra Trautman, Synergent

Our Readers Take Action After Reading Centerpoint

Purchased a product or service	6%
Recommended a product or service	12%
Visited a company's website	58%
Contacted a company for more information	20%
Saved an ad or article for future reference	67%
Passed the magazine or information on to a colleague or business contact	65%
Said they find CenterPoint to be a useful business tool	97.5%



DIGITAL SOLUTIONS



DIRECT EMAIL SERVICE

Supplement your advertising campaign with a direct email campaign. We will design and deliver your email campaign to all or selected parts of our credit union audience. Utilize our professional creative services department and our exclusive database. Call now for a tailored plan and pricing.

DIGITAL ADVERTISING

All magazines have an accompanying digital version, which includes live links for URLs and email addresses. Digital versions are sent to readers via interactive emails, which also include advertising opportunities for you. You will receive reports detailing how many people opened the email, and how many clicked on your advertisement.

Top & Bottom Banner (728 x 90) \$550, Square (300 x 250) \$350

Digital editions are delivered by a dedicated email that will highlight the top stories and open the high-quality, page turning and mobile ready issue with no additional links or clicks. All URLs and email addresses are live within the digital version.

DIGITAL ISSUE BELLY-BAND

Your message as the front cover of the digital magazine as it is delivered to thousands of computers, tablets and smart phones. Includes a 300 x 250 pixel ad on the email that delivers the digital issue to readers. **8.5" x 5" \$755**

SPONSORED POSTS

Be a part of our headlines as we deliver the digital version of magazine to our audience. Your story description can bring interested credit unions right to your website to learn about the latest industry trends and products.

ADVERTISING RATES

PRINT DIMENSIONS



▶ ADVERTISING MATERIAL SPECIFICATIONS

- ✓ **File formats:** PDF version 1.3 (transparency flattened), EPS, or TIFF
- ✓ **PDF:** 1.3 (transparency flattened), PDF/X-1a:2001
- ✓ **Acceptable Software:** Photoshop, Illustrator & InDesign.
- ✓ **Resolution:** 300 DPI
- ✓ **TAC limit (Total Area Coverage):** SWOP (coated) #5 Sheet TAC = 300%
- ✓ **Color:** CMYK
- ✓ **ICC color profile:** North America Prepress 2
- ✓ **Rich Black Settings:** 100k, 75c, 63m, 63y
- ✓ **Fonts:** PostScript or OPEN fonts.
- ✓ **Images & Fonts:** Should be embedded or included.
- ✓ **Proof:** Please include a printed proof.

▶ SENDING ADVERTISING MATERIALS

Email your ad rep or **advertising@thewarrengroup.com**. Please use the advertiser's name in the subject line of the email.

SENDING LARGE FILES: www.wetransfer.com

ADVERTISING RATES

AD SIZE	4 TIMES	1 TIME
Full Page (bleeds) 8.375" w x 10.875" h	\$2,220	\$2,610
2/3 Page 4.75" w x 9.75" h	\$1,775	\$2,090
Half Page 7.25" w x 4.75" h	\$1,555	\$1,825
1/3 Page 4.75" w x 4.75" h	\$1,220	\$1,435
Back Cover (bleeds) 8.375" w x 10.875" h	\$2,665	N/A
Inside Cover (bleeds) 8.375" w x 10.875" h	\$2,555	N/A

Pricing is per issue • All rates are net • Call for low prices on inserts and specials such as belly bands, tip-ons, blow-ins and more. Advertisements should be delivered in digital format as high resolution PDFs.

2015 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Quarter 1	1/27	2/3	3/7
Quarter 2	5/1	5/8	6/1
Quarter 3	8/4	8/11	9/4
Quarter 4	10/28	11/4	12/1

ADVERTORIAL

Advertorials are a powerful and highly effective tool for advertisers, as they provide readers with the detailed information they need to make informed decisions. Advertorials allow you to establish your company as a thought leader and showcase your expertise in an editorial format that is engaging and interesting. Stories not only help people to remember a business, but they also are a powerful way to motivate them to take action. **Call 617-896-5307 today for details.**