

REACH. CONNECT. ENGAGE.

POSITION YOUR COMPANY
WITH CONFIDENCE.



B2B PUBLICATIONS
Print & Online Advertising



INDUSTRY EVENTS
Sponsorship & Exhibitor Opportunities



MARKETING SERVICES
Creative, Responsive & Affordable



THE WARREN GROUP

2017 *CENTERPOINT* MEDIA PLANNER

Cooperative 
Credit Union Association

Delaware • Massachusetts • New Hampshire • Rhode Island

Creating Cooperative Power



Start Building Stronger Business Relationships Today.

CenterPoint offers businesses trying to grow their brands with unmatched access to one of the region's largest credit union communities. *CenterPoint* is the official publication of the Cooperative Credit Union Association, which covers the credit union industry in Massachusetts, New Hampshire, Rhode Island and Delaware – totaling more than 300 institutions.

Credit unions are a powerful force in New England, and encompass 13,000 employees at institutions with more than \$25 billion in assets. The CCUA uses *CenterPoint* to keep more than 9,000 high-level credit union professionals up-to-date on recent trends, challenges, and analysis facing the local community and offers advertisers a unique opportunity to get their brands in front of key decision makers.

Centerpoint helps your brand connect with these decision makers who have the authority to purchase products and services for their credit unions. The magazine sets the standard for in-depth news and information that is vital to the leaders of this highly-influential financial industry. The Warren Group's suite of marketing options is your direct route to get your message in front of successful C-level financial executives.

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*.

+9K

Financial Professionals

300

Financial Institutions

4

States Covered



Which of the following actions have you taken after reading your association magazine?

Visited a company's website	64%
Passed the magazine or information on to a colleague or business contact	59%
Saved an ad or article for future reference	37%
Conducted further research	29%
Contacted a company for more information	15%
Recommended a product or service	14%
Purchased a product or service	9%

Source: Bankers Association Membership Survey

“74% of users use both traditional and digital media, and that suggests that the best strategy for reaching them is by offering multiple media options.”

— The Association of Business Information

“Print has the most influence over actual purchases. 45% of respondents say ads in print magazines inspired a purchase, while 40% indicated that digital editions motivated them to buy.”

— Rochester Institute of Technology

Advertising in any of The Warren Group’s state financial magazines, emails and websites can give you a significant advantage in the heavy competition. If you want to increase your market share in New England, advertising in The Warren Group’s Centerpoint will help you achieve that goal. As one of our most consistent advertisers and event participants said:

“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, Director of Marketing, Synergent

With 96% penetration through print and web platforms as well as the major share of business professionals who attend trade events, the capabilities of B2B media reaching customers is clear.

The Warren Group’s successful model for financial conferences caters to credit union employees and service providers. Sponsoring and exhibiting opportunities are available. Our events bring hundreds of credit union professionals together for educational breakout sessions, keynote speakers, and exhibitors offering solutions for all departments. Call 617-896-5357 today for details on The Great New England Credit Union Show.

“Warren Group tradeshow are more than a conference; they are an actual event. An interactive event. It’s about finding locations that draw people, and creating buzz to get everyone involved – vendors and attendees. That’s exactly what The Warren Group does.”

— Brad Dyksen, Managing Director, Meyer-Chatfield

Our conferences and tradeshow draw local executives who are intent on improving their credit union’s performance. The full-day agenda of concurrent educational seminars provides ample time not only to learn about industry trends and solutions but also to network and connect with other professionals. Attendees commit to the day in order to learn from industry experts, meet with their colleagues, and converse with their suppliers.



Need to hit the marketing refresh button? We'll help you do that. The Warren Group creates email, direct mail, and advertising campaigns to promote your services. From concept to implementation, we connect brands with customers. Our talented design team will walk you through the complete redesign, branding, logo creation, stock/custom photography, and web development process. As a plus, our long-standing relationships with printers allows for aggressive pricing.

The Warren Group has a rich history in developing and delivering successful solutions for our customers. Through the years we have committed ourselves to helping businesses identify new prospects and reach their goals. It is with this passion and experience that we embark on our new journey by providing our clients with the very best in creative services.

Our team will challenge the way you see things, so you get real results.

Creative & Marketing Services

Annual Reports & Brochures	Provide design concepts, photography, and infographics that match your image.
Corporate Identity	Develop logos and corporate rebranding initiatives.
Copywriting	Research and create compelling content for marketing initiatives.
Advertising Campaigns	Create unique print and web ads that align with your company's brand standards.
Email Marketing	Create direct email campaigns that generate leads and provide measurable results with extensive reporting.
Direct Mail Campaigns	Create content and design a marketing piece that's delivered to your best prospects with a trackable response vehicle.
Press Releases	Research and generate content that drives interest.
Brand Audit	Research competitors, review all current branding collateral and develop a new brand strategy.

Web Design Services

Migration to WordPress	Move website to WordPress, update WordPress theme to new look and train staff to use website.
Website Development	Create new, mobile responsive websites that are easy to update and maintain at an affordable price.



Advertorials

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.



Content Marketing

Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.



Digital Edition

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. Deliver your message as the front cover of the digital magazine with a Belly-Band as it is delivered to thousands of computers, tablets, and smartphones.



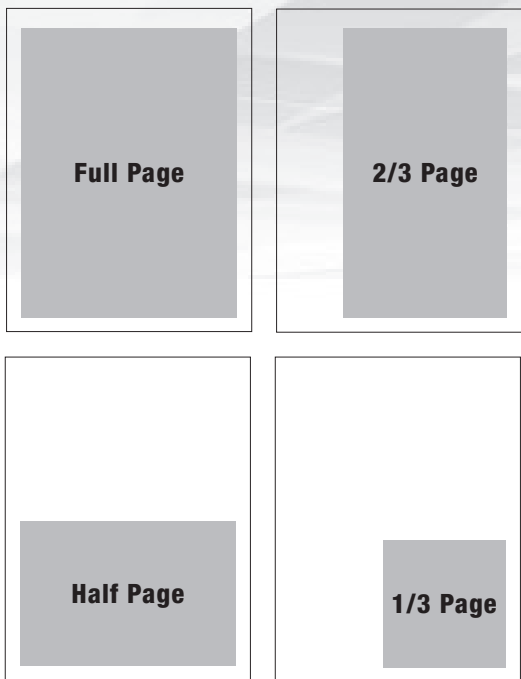
Email Marketing

Today's marketing landscape requires a targeted strategy that produces measurable results. Here at The Warren Group we understand your audience and can help you refine your message, identify your best prospects and track your results.



Sponsored Posts

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



► Advertising Material Specifications

- ✓ **File formats:** PDF
- ✓ **Resolution:** All images/graphics should be at least 300 DPI
- ✓ **Color:** CMYK
- ✓ **Rich Black Settings:** 100k, 75c, 63m, 63y
- ✓ **Images & Fonts:** Should be embedded or included.

► Sending Advertising Materials

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

2017 Rates & Dimensions

AD SIZE	1 x	4 x
Full Page (bleeds) 8.375" w x 10.875" h	\$2,690	\$2,420
2/3 Page 4.75" w x 9.75" h	\$2,150	\$1,935
Half Page 7.25" w x 4.75" h	\$1,880	\$1,690
1/3 Page 4.75" w x 4.75" h	\$1,480	\$1,330
Back Cover (bleeds) 8.375" w x 10.875" h	N/A	\$2,905
Inside Cover (bleeds) 8.375" w x 10.875" h	N/A	\$2,785

Pricing is per issue • All rates are net

2017 Deadlines & Issue Dates

Issues	Space Closes	Material Due	Issue Date
Quarter 1	2/17	2/24	3/28
Quarter 2	5/8	5/15	6/15
Quarter 3	8/8	8/15	9/14
Quarter 4	11/1	11/8	12/19



The Warren Group connects leading trade associations with their members, providing enterprising editorial content and engaging communities. By partnering with a variety of trade associations and business groups, our media and advertising group produces magazines, newspapers, online media and comprehensive trade shows. Our publications and events provide highly-targeted marketing opportunities for those seeking to reach decision making professionals in banking, accounting, legal, real estate and construction.