

# NEW ENGLAND CREDIT UNIONS

## 2012 MARKETING INFORMATION



Reach the directors, CEOs, presidents, executives, managers, and specialists within virtually every credit union in Massachusetts, New Hampshire, and Rhode Island. In partnership with the Massachusetts Credit Union League, the New Hampshire Credit Union League, and the Credit Union Association of Rhode Island, we serve more than 9,000 high-level credit union and related industry professionals in 280 credit unions across 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. Our audience depends on us for education and news concerning lobbying efforts, legal issues, legislative updates, security measures, member activities, association events, business management, best practices, and more. Showcase your unique services with effective print advertising and direct contact with seminar opportunities at our annual conference and trade show.

### OPPORTUNITIES INCLUDE:

**Print** – Quarterly Magazine, *CenterPoint*

**Events** – The Great New England Credit Union Show



In partnership with



## NEW ENGLAND CREDIT UNION

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

This quarterly, four-color, glossy magazine is the voice of the credit union industry in Massachusetts, New Hampshire, and Rhode Island. The readers of *CenterPoint* are decision makers for their institutions, with the authority to purchase products and services. *CenterPoint* sets the standard for in-depth news and information that is vital to the leaders of this highly-influential financial industry.

### 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%

**97.5% of readers said they find *CenterPoint* to be a useful business tool.**

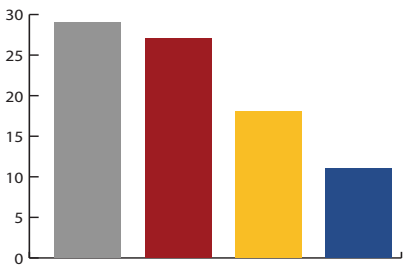
### Reaching Far Greater Numbers Of Your New England Credit Union Target Audience

	Massachusetts	New Hampshire	Rhode Island
<b><i>CenterPoint</i>*</b>	2,005	272	218
<b>Credit Union Magazine</b>	473	142	181

## READER PROFILE

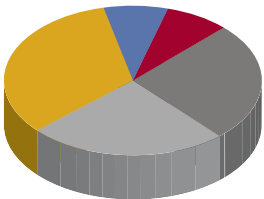
### Purchasing Authority

Have authority to buy	29%
Have authority to buy some products and services	27%
Share in selection and purchasing process	18%
Have strong influence on purchases	11%



### You Reach Decision Makers Through *CenterPoint*

26%	President/CEO
25%	Vice President
33%	Manager
8%	CFO/COO/Director
8%	Officer/Board Member



\* does not include our distribution at events and trade show

## Why CenterPoint?

A consistent advertising message to this powerful audience will help to develop significant name recognition and brand awareness, while helping to establish your presence within the state association, and among its membership.

**"86% of executives reported reading business to business industry magazines monthly."**

— The Rochester Institute of Technology

**"Magazines boosted purchase intent the most – nearly double that of TV and triple of online."**

— Dynamic Logic/Millward Brown 2007

*"CenterPoint magazine has helped Synergent reach credit unions. CenterPoint continues to help us brand Synergent and raise awareness in our targeted marketplace. Over the past year, our advertising has increased our name recognition; this is communicated by our sales executives when they supply our marketing department feedback on what mediums are working."*

**DEBRA TRAUTMAN,**  
Marketing Manager, Synergent

## ADVERTISING COLOR RATES

AD SIZE	4x	1x
Full Page	\$2,155	\$2,535
Two-thirds Page	\$1,725	\$2,030
Half Page	\$1,510	\$1,775
Third Page	\$1,185	\$1,395

Full color included · All rates are net · Bleeds available on full-page ads  
We offer inexpensive specials and inserts, such as belly-wraps, tip-ons, blow-ins, gate-folds, and more. Please call for details.

## SPECIFICATIONS

Full (7.25 "w x 9.75"h)	Half (7.25"w x 4.75"h)	Two-thirds (4.75"w X 9.75"h)	Third (4.75"w x 4.75"h)
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\*All ads to be emailed to [custompubs@thewarrengroup.com](mailto:custompubs@thewarrengroup.com)

\*\*File format: high resolution PDF (300 dpi min.), CMYK color, all fonts and images embedded

## DEADLINES

2011 Issue Month	Ad Closing	Ad Materials	Issue Date
February	January 17	January 23	February 23
May	April 17	April 23	May 24
August	July 16	July 23	August 23
November	October 15	October 22	November 21

**FOR MORE INFORMATION**  
Contact Advertising at 617.896.5344 or email [custompubs@thewarrengroup.com](mailto:custompubs@thewarrengroup.com)

**THE WARREN GROUP**  
Since 1872  
Real Estate & Financial Information

# The Great New England Credit Union Show



## EVENTS

### The Great New England

### Credit Union Show

Holiday Inn, Boxborough, MA

April 19, 2012

[www.greatcushow.com](http://www.greatcushow.com)

The Warren Group, along with the Massachusetts Credit Union League, the New Hampshire Credit Union League, and the Credit Union Association of Rhode Island will again host the Northeast's premiere credit union exposition.

With an average of 600 attendees, you cannot miss the opportunity to network and present to this diverse credit union audience from around New England.

This annual event will showcase seminars, services, equipment, and technology for the financial services industry.

Designed to give credit union management, mortgage experts, and other financial services professionals a central forum to learn new techniques and systems.

Sponsorship, speaking, and exhibiting opportunities available.

Gold Sponsors can present a 45-minute seminar. Other high visibility sponsorships are available, including the leadership luncheon, program guide, name badges, and more.

Package deals available. Call for prices and additional information.

## GOLD LEVEL SPONSORSHIPS

Gold Level Options (Select One)

### Credit Union Show Seminar Sponsor

*Present an Educational Seminar or Moderate a Panel Discussion (45 Minutes).*

### Leadership Luncheon

*Sponsorship recognition and brief company introduction during the exclusive invitation-only CEO/CFO Luncheon.*

## SILVER LEVEL SPONSORSHIPS

Silver Level Options (Select One)

### Continental Breakfast Sponsor

*Sponsorship includes company name and logo featured on signage at the Continental Breakfast in the Exhibit Hall.*

### Podcast Stage Sponsor

*Sponsorship includes company name and logo featured on the high-visibility podcast stage.*

### Grand Prize Raffle Sponsor

*Sponsorship includes company name and logo featured on the attendee Grand Prize Raffle punch card.*

### Buffet Lunch Sponsor

*Sponsorship includes company name and logo featured on signage at the Buffet Lunch in the Exhibit Hall.*

## BRONZE LEVEL SPONSORSHIPS

Sponsorship recognition includes on-site signage, company name and logo in the program guide and on the website.

Bronze Sponsorship Options (Select One)

### Coffee Sponsor

### Dessert Sponsor

### Lunch Beverage Sponsor

### Show Photography Sponsor

## EXHIBITOR INFORMATION

\$1,995/booth for MA/NH/RI Credit Union League members,

\$2,295 for non-members

**you will receive a complete Exhibitor Package including:**

### One 8' x 8' Booth

(8' x 10' Booth also offered for \$2,445, or \$2,145 for

MA/NH/RI Credit Union League members only)

(Includes Exhibitor ID Sign, 8' high backwall, 3' high sidewalls, table, 2 folding chairs)

### Two Complimentary Booth Staff Registrations

(additional booth staff are \$45 per person)