

Pennsylvania Credit Union Association

KEY *notes*

Eye-catching Ad Placements

**Get the Attention of Credit Union
Leaders in Pennsylvania**

Ad Specs and Rates

Other Advertising Opportunities



KEYnotes

Why Advertise In Key Notes?

Because *Key Notes* magazine is the only award-winning magazine designed for credit union decision makers in Pennsylvania.

Position

Does your business provide a specific product or service to credit unions? Do you have a message you would like to convey to decision-makers in the credit union movement? What can you do to build name recognition and make your business a leader in serving credit unions? We have the answer — advertise in *Key Notes*.

Readership

Key Notes is the flagship publication of the Pennsylvania Credit Union Association, the statewide trade association for Pennsylvania credit unions. A direct communications link to Pennsylvania credit union decision makers, managers and staff, *Key Notes* brings readers in-depth coverage of significant credit union topics. In addition, *Key Notes* boasts a regular lineup of feature stories, political coverage and compliance issues.

Opportunity

Published bi-monthly, *Key Notes* represents an excellent and unique advertising medium for businesses to reach decision-makers in the credit union movement. No other publication targets the specific readership in Pennsylvania like *Key Notes*, making it a one-of-a-kind advertising opportunity for businesses serving credit unions.

Reputation

Published continuously since 1934, *Key Notes* has a well deserved reputation for excellence among Pennsylvania credit unions. Readers have come to know the magazine for its readability, accuracy, in-depth coverage and professional appearance.

Investment

Invest in your business by investing your advertising dollars with *Key Notes*. Cost-efficient *Key Notes* makes the most of your advertising budget. Multiple insertion discounts make it even more affordable, so take advantage of this key investment!

About Our Rates

- There is a 15% discount for the first insertion for first-time advertisers.
- Advertisement placement within the magazine will be determined by the editor.
- Camera-ready advertisements are required, either via mail, courier service or e-mail.

More Visibility

Your advertisement will be placed in our online issue of *Key Notes* along with a link to your website.

Other Opportunities

For more advertising opportunities with the Pennsylvania Credit Union Association, please visit our website: www.pcua.coop. Click on "Press & Media" and then "Advertising Opportunities."

Place Your Ad

To place your advertisement, complete the order form on the back page and return it to: **Key Notes, 4309 North Front Street, Harrisburg, PA 17110-1618. Or, fax it to 717-234-2695.** For additional information, contact M.E. Siegfried, Communications Specialist at 800-932-0661, ext. 5250, or e-mail her at me.siegfried@pcua.coop.



Ad Specifications

Artwork Submission

We accept camera-ready ads only. Please submit your artwork according to the following specifications:

- All images may be full-color, CMYK.
- We accept TIFF and JPEG images with a 300 DPI resolution, and high-res, press-quality PDFs.
- We accept PC or MAC, InDesign, Quark, and PageMaker (6.5-7.0). Supply fonts, graphics.
- We cannot accept Publisher or CorelDraw.
- E-mail artwork to me.siegfried@pcua.coop.

Ad Sizes

- **Full-page ads:**
finished page size is 8½" x 11"
(Bleed: 8⅝" x 11¼")
- **Half-page ads:**
Horizontal: 7¾" x 5"
Vertical: 3¾" x 9¾"
- **Quarter-page ads:**
Vertical: 3¾" x 5"
Vertical: 2½" x 9¾"

Ad Rates

Size	Cost for 1-2 insertions	Cost for 3-5 insertions	Cost for 6+ insertions
Full-Page Inside Cover"	\$1,320 each	\$1,250 each	\$1,125 each
Full-Page Inside Issue	\$925 each	\$880 each	\$830 each
Half-Page	\$700 each	\$665 each	\$630 each
Quarter-Page	\$400 each	\$380 each	\$360 each

Order Form: Key Notes Magazine

Pennsylvania Credit Union Association

4309 North Front Street • Harrisburg, PA 17110-1618

717-234-3156 • 800-932-0661 • Fax 717-234-2695 • www.pcuu.coop

Client Name _____

Address _____ City _____ St. _____ Zip _____

Phone _____ Fax _____ E-mail _____

Contact Person _____ Title _____

Advertising Agency (if applicable)

Agency Name _____

Address _____ City _____ St. _____ Zip _____

Phone _____ Fax _____ E-mail _____

Contact Person _____ Title _____

Signature _____ Date _____

PCUA Signature _____ Date _____

Please bill: Client or Agency (circle one)

Issue	Ad Size	Cost	Closing Date
<input type="checkbox"/> Jan/Feb 2012	_____	\$ _____	Nov. 11, 2011
<input type="checkbox"/> Mar/Apr 2012	_____	\$ _____	Jan. 13, 2012
<input type="checkbox"/> May/June 2012	_____	\$ _____	March 9, 2012
<input type="checkbox"/> July/Aug 2012	_____	\$ _____	May 11, 2012
<input type="checkbox"/> Sept/Oct 2012	_____	\$ _____	July 13, 2012
<input type="checkbox"/> Nov/Dec 2012	_____	\$ _____	Sept. 14, 2012
<input type="checkbox"/> Jan/Feb 2013	_____	\$ _____	Nov. 9 2012
<input type="checkbox"/> Mar/Apr 2013	_____	\$ _____	Jan. 11, 2013
<input type="checkbox"/> May/June 2013	_____	\$ _____	March 15, 2013
		Total \$ _____	

Please check the following appropriate boxes:

- Use the following link for the advertisement on your online publication, which is no additional cost:

(If no link is provided, PCUA will use the web address listed on the advertisement or your company's home page of its website.)
- First-time advertiser. A 15% discount is given to first-time advertisers for the **first insertion** only.
- Artwork has been uploaded to PCUA's website at www.pcuu.coop/upload/upload.asp. The file name is _____
- Ordering full-page ads on inside cover.

You will be billed individually by PCUA for each ad insertion after it is published.

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Half-page	\$700 each	\$665 each	\$630 each
Quarter-page	\$400 each	\$380 each	\$360 each



If you have any questions or need additional information, please contact M.E. Siegfried at 800-932-0661, ext. 5250, or e-mail her at me.siegfried@pcuu.coop. Mail completed order form to PCUA, Attn: Key Notes, 4309 North Front Street, Harrisburg, PA 17110-1618. Or, fax it to 717-234-2695.