

MAKE A LASTING IMPRESSION

As a marketing manager, you're still probably being asked to ease up on spending with these uncertain economic times. But, marketing to your members doesn't need to be expensive.

The average person refers to their calendar 12 times a day - that's 4,380 impressions in one year. When compared to traditional media, calendars provide a higher ROI because they are:

- * highly visible
- * relevant 365 days a year
- * cost effective
- * reinforcing your brand every day



Pennsylvania Scenes
Size: 11" x 10" Closed
11" x 19" Open

Created especially for members of the Pennsylvania Credit Union Association. Beautiful images of Pennsylvania are combined with monthly information to educate your members.



The Pennsylvania Credit Union Association is able to provide this custom-designed calendar to all credit unions, regardless of the quantity you order, for only \$1.55 per unit.

But we need to work together to get this incredible deal. We need to order a minimum of 10,000 units by September 30, 2010.

Prices are subject to increase if a lower order quantity is obtained.



Enhance the value of your calendar by customizing the inside back cover with additional information about your credit union or with one of 3 special topics.

CUSTOM INFORMATION - The perfect place for reference information such as frequently-used phone numbers, branch locations and hours, special events, features available on your web site, and products and services unique to your credit union.

SPECIAL TOPICS - Lending, ID Theft, Spending Plan



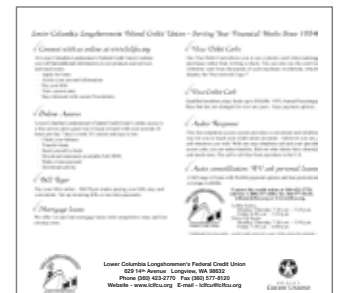
Lending



ID Theft



Spending Plan



Custom

2011 Pennsylvania State Credit Union Calendar Offering

Credit Union ID Number: _____
 CU ID # will be used as your P.O. number.

LIMITED-TIME OFFER
Order deadline is September 30, 2010.
 The combined total of all credit union orders must be received by September 30 and total 10,000 units for this offer to be valid.

 Price per calendar is subject to increase if the 10,000 minimum for all PA credit union orders is not obtained.

Bill To:

Credit Union:
Address:
City/State/Zip:
Phone:
Fax:
E-mail:
Contact Person:

Ship To: (if different than sold to)

Credit Union:
Attn:
Address:
City/State/Zip:

Order Information:

Item No.	Description	Quantity	Unit Price	Total
PCUA.1CK08	Pennsylvania Scenes (minimum quantity 100)		\$1.55 ea	
	Envelopes (loose)		\$.15 ea	
	Envelopes (inserted)		\$.26 ea	
Inside Back Cover Option, check the box of your choice: <input type="checkbox"/> Lending <input type="checkbox"/> ID Theft <input type="checkbox"/> Spending Plan <input type="checkbox"/> Custom - supply high resolution files at 300 dpi. Dimension of copy area is 10" x 7 1/4".				\$25.00

Applicable state sales tax will apply. If tax exempt, please provide tax I.D. # _____

- Order is subject to 4% over/under run. Overs will be invoiced.
- Calendars will be shipped the beginning of December. If total quantity of 10,000 is not met by September 30, orders will not be fulfilled.
- Calendar Coop Center will invoice you directly for your calendars, shipping and handling charges and applicable sale tax. Payment due net 30.

Imprint Information:

<input type="checkbox"/> CHECK BOX IF YOU WOULD LIKE A PROOF OF YOUR AD.		
LEFT FRONT (check one) <input type="checkbox"/> My CU Logo <input type="checkbox"/> Collective Mark (affiliated CUs only) <input type="checkbox"/> None	Line 1: Line 2: Line 3: Line 4:	RIGHT FRONT <input type="checkbox"/> America's CU Brand Signature <input type="checkbox"/> I Belong Logo <input type="checkbox"/> None

Send Order Form To:

Fax: 717.221.8613 **Email:** calendar@pcua.coop

Email Artwork To:

calendar@pcua.coop
 Include CU name & CU ID number in the subject field.

Authorized Signature: _____ Date: _____

By purchasing calendars under this program, credit union gives PCUA permission to display such calendars, including credit union's name and logo, as samples in its product catalog and online.