Share It Campaign – Deadline May 4, 2012

This year, PaCUSC is offering two campaigns to promote shared branching as a benefit of your credit union; you may choose either one or both campaigns!

Share It on Vacation is our summer campaign and material is available for a July or August timeframe. The campaign stresses the convenience of a national network while traveling. Share It at Work or Play is our fall campaign, and stresses the convenience of shared branching closer to home.

For either campaign, PaCUSC will provide you with up to 10,000 statement inserts and four counter signs per branch at no charge. In addition, marketing material such as locator cards, state directories, and promotional items are available to you at actual cost. Also, check out the Share It page to download newsletter articles, logos, and images that you can use with the campaign. Web banners are available upon request.

Please note the deadline for ordering all material is Friday, May 4, 2012. Press Control and Click on image to view.

Share It on Vacation!

Statement Inserts (3.5” x 8.5”)

PaCUSC offers up to 10,000 statement inserts (two sided, full color).

Additional inserts are $21.40 per thousand. We will ship statement inserts to the address provided. We suggest that you include these inserts with statements mailed during July or August.

Quantity @ no charge: _____

Add’l Quantity @ $21.40 per 1,000: _____

Total: _____

Branch Counter Signs (8.5” x 11”)

PaCUSC offers your credit union 4 counter signs per branch office at no charge. Additional signs can be ordered at $0.60 each.

Quantity @ no charge: _____

Add’l Quantity @ $0.60 each: _____

Total: _____

Electronic Files

Share It on Vacation Newsletter/website copy

Share It at work. Share It at play.

Statement Inserts (3.5” x 8.5”)

PaCUSC offers up to 10,000 statement inserts (two sided, full color).

Additional inserts are $21.40 per thousand. We will ship statement inserts to the address provided. We suggest that you include these inserts with statements mailed during October or November.

Quantity @ no charge: _____

Add’l Quantity @ $21.40 per 1,000: _____

Total: _____

Branch Counter Signs (8.5” x 11”)

PaCUSC offers your credit union 4 counter signs per branch office at no charge. Additional signs can be ordered at $0.60 each.

Quantity @ no charge: _____

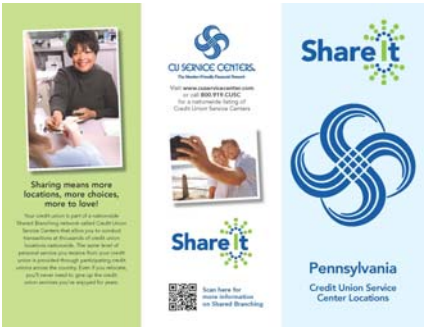
Add’l Quantity @ $0.60 each: _____

Total: _____

Electronic Files

Share It at Work. Share It at Play Newsletter/website copy

The following material can be used during or after each campaign:



Pennsylvania Shared Branching Directory

A current listing of all Pennsylvania Shared Branching locations by name of credit union and street address. Standard tri-fold brochure folds to 3.67” x 8.5”.

Sold in packs of 500 at a cost of $62.80 per pack.

Total: _____Packs of 500 brochures

Delaware Shared Branching Directory

A current listing of all Delaware Shared Branching locations by name of credit union and street address. Standard bi-fold brochure folds to 3.67” x 8.5”.

Sold in packs of 500 at a cost of $62.80 per pack.

Total: _____Packs of 500 brochures

Locator Cards (3” x 2.5”)

Locator cards provide information for locating a shared branch; they can be distributed to members throughout the year. Cards are packed in quantities of 500 and are available for $12 per pack of 500 cards.

Total: _____Packs of 500 locator cards

Promotional Item – Mini Flyer

5" mini flyer available in Neon Green; Neon Orange; Neon Pink; Red; Royal Blue; Translucent Blue; Translucent Green; Translucent Red; White; Yellow. Minimum Quantity 500. Price $ 0.42 each with 3 ¾” Imprint Size. CU Logo setup fee $50. Imprint Color: Aqua; Black; Blue; Brown; Burgundy; Green; Metallic Gold; Metallic Silver; Orange; Pink; Purple; Red; Teal; White; Yellow.

_____ Mini Flyers @ $0.42 each

Item Color:_____ Imprint Color:_____

Promotional Item – Mini Football

6" plastic football. Product size: 6" x 3 1/2" diameter. Color: Black; Blue; Brown; Green; Red; White; Yellow. Minimum Quantity 500. Price $ 0.90 each with oval 2 3/4" x 1 5/8" Imprint Size. CU Logo setup fee $50. Imprint Color: Athletic Gold; Black; Brown; Dark Green; Green; Maroon; Matte Gold; Matte Silver; Navy Blue; Orange; Pink; Process Blue; Red; Reflex Blue; Teal; Violet; Warm Red; White; Yellow.

_____ Mini Footballs @ $0.90 each

Item Color:_____ Imprint Color:_____

You may download images and the Share It logo from PaCUSC Share It Campaign website to support with newsletter or website copy. Web banners can be created for your credit union upon request.

Contact name for electronic files:_____

Email address for electronic files:_____

Web Banner size(s) requested (in pixels) and file format:_____

Shipping Information

All material will be available for shipping after June 11. PaCUSC will ship statement inserts to your data processor and all branch material to a central credit union location. You may select a later date for either campaign.

STATEMENT INSERTS SHIPPING INFORMATION:

Statement Processor: _____

Shipping Address: _____

_____

"Share It on Vacation" Due Date to Statement Processor: _____

"Share It at Work, Share It at Play" Due Date to Statement Processor: _____

BRANCH MATERIAL SHIPPING INFORMATION:

Credit Union:_____

Shipping Address:_____

_____

Individual Staff Attention:_____

Total Number of Credit Union Branches:_____

"Share It on Vacation" Due Date to Credit Union: _____

"Share It at Work, Share It at Play" Due Date to Credit Union: _____

For questions or assistance, contact PaCUSC State Coordinator Sandy Shenk at (800) 932-0661, ext. 5267. Please mail or fax this form back to PaCUSC, or email document to sandy.shenk@pcua.org.

Mailing Address:

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Fax to: 717-221-8613

Pennsylvania
CU SERVICE CENTERS.
The Member-Friendly Financial Network