



Get Connected

With this Unique Advertising Opportunity

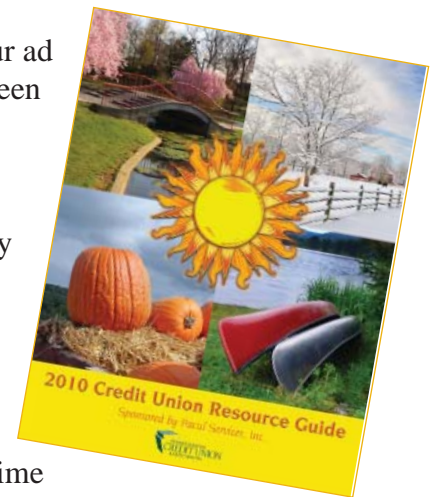
The Pennsylvania Credit Union Association invites you to be a part of its *2011 Pennsylvania Credit Union Resource Guide*, which will be distributed later this year.

The guide is used by Pennsylvania credit union professionals and volunteers throughout the year. It includes a 12-month planning calendar with important event dates; an advance look at 2012; complete directory of Pennsylvania credit unions and related organizations; and a products and services section.

The *Resource Guide* is your **connection** to Pennsylvania's credit unions. Your ad will put your company in a prominent spot within this valuable guide to be seen by credit union leaders throughout the year.

As a **benefit** of investing in the *2011 Pennsylvania Credit Union Resource Guide*, you will receive one free copy of the booklet, which will give you key contact information to locate any credit union in Pennsylvania and connect with the CEO. See reverse side for ad details and rates.

Special Savings Offer: If you're an advertiser in the bi-monthly *Key Notes* magazine or are looking to become an advertiser, you can save 15 percent when you reserve space for three or more full-page ads in 2011 at the same time you place an ad in the *Resource Guide*.



Reserve your ad space today!
Deadline for ads is September 3, 2010.



Pennsylvania Credit Union Association

2011 Pennsylvania Credit Union Resource Guide

Ad Placement Form

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact Person / Title _____

Phone _____ E-mail _____

Note: If using an agency, please provide complete information, including contact person, agency name/address/phone.

Please make checks payable to: Pacul Services, Inc.

Resource Guide ad copy and payment due by September 3, 2010.

Key Notes ads will be billed at time of insertion.



Total Amount Enclosed: \$ _____

Please check appropriate ad size.

- Tab Page* - 7½" x 10½" \$1,150
- Full Page - 8" x 10½" \$950
- Half Page horizontal - 8" x 5" \$750

* Limited availability for Tab Pages
Resource Guide ads printed in grayscale only.

Send completed ad placement form to:
 Pennsylvania Credit Union Association
 4309 N. Front Street
 Harrisburg, PA 17110-1618
 717-234-3156 • 800-932-0661
 Fax: 717-234-2695
 Contact Janet Johnson, ext. 5233;
 e-mail janet.johnson@pcua.coop.

Advertisement Specifications

Ads must be camera-ready.

We accept:

- High resolution PDFs.
- PC, MAC, InDesign, Quark, and Page Maker.
- Images that are JPEGs or TIFFs with a resolution of 300 dpi.
- We cannot accept Publisher or Corel Draw.
- Place ad on CD-rom and provide print copy.
- Supply fonts, graphics.
- All images need to be in grayscale for *Resource Guide*. (*Key Notes* accepts color images in CMYK only; no RGBs.)

Key Notes Rate Card & Order Form

Place an ad in the *Resource Guide* and get a 15% discount on 3 full-page ads in *Key Notes*. Check the issues you wish to advertise in *Key Notes*, 2011.

- | | | |
|------------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Jan/Feb | <input type="checkbox"/> Inside Cover | <input type="checkbox"/> Inside Issue |
| <input type="checkbox"/> March/Apr | <input type="checkbox"/> Inside Cover | <input type="checkbox"/> Inside Issue |
| <input type="checkbox"/> May/June | <input type="checkbox"/> Inside Cover | <input type="checkbox"/> Inside Issue |
| <input type="checkbox"/> July/Aug | <input type="checkbox"/> Inside Cover | <input type="checkbox"/> Inside Issue |
| <input type="checkbox"/> Sept/Oct | <input type="checkbox"/> Inside Cover | <input type="checkbox"/> Inside Issue |
| <input type="checkbox"/> Nov/Dec | <input type="checkbox"/> Inside Cover | <input type="checkbox"/> Inside Issue |

Cost for Full-Page Ad Insertion

	3-5 Insertions	6+ Insertions
Inside Cover	\$1,250 each	\$1,125 each
15% Discount	\$1,062 each	\$956 each
Inside Issue	\$880 each	\$830 each
15% Discount	\$748 each	\$705 each

Key Notes questions should be directed to M.E. Siegfried, Editor, ext. 5250; e-mail me.siegfried@pcua.coop.