

Reinforce Your Strategic Position with Key Decision-Makers

Callahan's print resources provide statistical analysis and in-depth financial tools credit unions need to survive in today's financial services market. Credit union executives trust our print resources to find successful strategies that help them effectively run their credit unions, and increase their membership.

Callahan's Publications are Different:

- **C-Level Audience:** all of our publications are specifically written with the credit union senior executive in mind
- **Staying Power:** our publications have a long shelf life and are frequently referenced throughout the year
- **Contextual Placements:** we position your ad within a conversation related to your solutions.
- **Impactful Advertising Options:** we offer a number of ways for you to advertise in our publications from traditional full page ads to belly-bands to creative multi-page placements.

Callahan & Associates offers four print publications, each serving a unique credit union executive market:




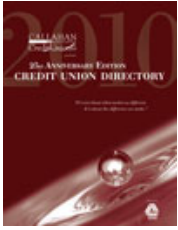
[Credit Union Strategy & Performance \(CUSP\)](#) presents quarterly industry financials along with innovative case studies, business models, and leadership interviews.

[Technology@CU](#) delivers insight into the most recent trends in credit union IT usage, innovation and IT spending priorities.

[The Callahan Report](#) features articles by some of the most respected names in the credit union market. Published monthly, the report is tailored for top level credit union executives who want strategic insight on issues of national policy and the future of the credit union industry.

[Callahan's Credit Union Directory](#) stands alone as the single annual source for industry performance analysis, information on industry participants, including CUSO's, and contact information for all senior executives throughout the industry.

Our print opportunities include but are not limited to:

Media	Description	Value	Distribution
<p><u>Credit Union Strategy & Performance (CUSP)</u></p> 	<p><u>Innovative 4-color ad placement</u> in our quarterly publication focused on industry financial performance, best practices, case studies and leadership interviews.</p>	<p>- Positions you in the context of critical data and analysis of topics related to your products and services.</p>	<p>5,000/qtr</p>
<p><u>Technology@CU</u></p> 	<p>A full page, 4- color ad in our quarterly supplement covering the latest in technology issues, trends and innovations.</p>	<p>- Positions you as a solution provider where CIOs, IT Managers and CEOs go when they are looking to invest in technology</p>	<p>5,000/qtr</p>
<p><u>The Callahan Report</u></p> 	<p>A full page, 4-color ad in our monthly publication and a banner placement in the online version of publication.</p>	<p>- Placing your ad on the back cover of the Report ensures a captive audience of the largest, most advanced credit unions in the industry.</p>	<p>1,400/month</p>
<p><u>Credit Union Directory</u></p> 	<p>A full page, 4-color ad in Callahan’s flagship publication—the single, most comprehensive annual resource for understanding the industry promoting networking throughout the industry.</p>	<p>-Increases brand awareness among top credit union executives.</p>	<p>4,000</p>

Contact the Callahan Media team for more about our print opportunities at 1-800-446-7453 or at media@creditunions.com.