

Advertising

Rates & Information

Connection Magazine

GEORGIA CREDIT UNION

Affiliates



2010

Why Advertise In Connection?

Connection is the official credit union news and information publication of Georgia Credit Union Affiliates (GCUA). Published quarterly, the magazine is provided as a free service to GCUA member credit unions and other state leagues, and is an ideal opportunity to communicate your message to decision makers in the credit union movement. **Connection** brings readers in-depth coverage of significant credit union topics, and boasts a regular line-up of feature stories, profiles, statewide event coverage, industry trends and current issues. Build name recognition. Promote products and services. Increase visibility. Advertise in **Connection**.

Readership

Connection is a direct communications link to roughly 1,500 credit union CEOs, managers, board members and staff.

Investment

Advertising in **Connection** is a great investment in your business. Rates are affordable and your message is targeted to the decision makers you want to reach. Multiple insertion discounts make it even more affordable, so begin planning your advertising schedule today.

Rate Chart

Size	Cost for 1-2 Insertions	Cost for 3-4 insertions
Full Page Inside Issue 8 1/2" x 11" (Bleed 8 5/8" x 11 1/4")	\$900 each	\$795 each
Half Page 7 3/4" x 5" or 3 3/4" x 9 3/4"	\$660 each	\$530 each

- Ads may be full-color, black & white or spot color — All for the same low price.
- Ad placement will be determined by the editor.
- Only one ad per advertiser allowed in each printed issue.
- Advertiser may combine ad sizes in separate printed issues to qualify for insertion discounts.
- Camera-ready ads are required on CD.
- Ads can be created at an additional cost by contacting [Kodisha Taylor](#) at [Growth By Design](#).
- Frequency rate is based on a calendar year.
- An invoice will be sent to you for full payment.

Ad Specifications

- Full page ads are 8 1/2" x 11" (Bleed 8 5/8" x 11 1/4")
- Half page ads are 7 3/4" x 5" or 3 3/4" x 9 3/4"

We accept camera-ready ads only. Please send ads in one of the formats below:

- MAC, PC, Quark and InDesign
- 300 DPI images that are JPEG and TIFF
- Publisher or Corel Draw cannot be accepted

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Instructions for submitting ads:

- Place ad on a CD-ROM
- Supply fonts, graphics
- Supply laser print
- All color images need to be CMYK - no RGB

General Conditions

GCUA reserves the right to refuse advertising.

Mail ads to the address below:

Connection

c/o Georgia Credit Union Affiliates
Attn: Kodisha Taylor
6705 Sugarloaf Parkway, Suite 200
Duluth, GA 30097

For questions or concerns, please call Kodishat Taylor at (678) 542-3485 or (800) 768-4282 ext. 3485.

www.gcu.org



GCUA Connection Magazine 2010 Order Form

Georgia Credit Union Affiliates
6705 Sugarloaf Parkway, Suite 200 · Duluth, Georgia 30097
(770) 476-9625 · (800) 768-4282 · Fax (678) 542-3538
www.gcuu.org

Issue	Ad Size	Cost	Closing Dates
Spring		\$	January 1, 2010
Summer		\$	May 3, 2010
Fall		\$	August 2, 2010
Winter		\$	November 1, 2010

Total \$ _____

*All ads must be received by closing dates indicated above to be included in requested issue. Advertisers will receive an invoice for payment.
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Client Name _____
Address _____
City _____ State _____ Zip _____
Phone _____
Email _____
Contact Person _____
Title _____

Brief Description of Products and Services:

Advertising Agency (if applicable)

Agency Name _____
Address _____
City _____ State _____ Zip _____
Phone _____
Email _____
Contact Person _____
Title _____

Signature _____
Date _____

Please Bill: Client or Agency (circle one)

If you have any questions or need additional information, please contact Kodisha Taylor at (800) 768-4282 ext. 3485 or at kodishat@gcuu.org.