

CONNECT WITH THE POWER OF “THERE’S REAL STRENGTH IN OUR NUMBERS”, THE NEW CU LINK CO-OP CAMPAIGN.

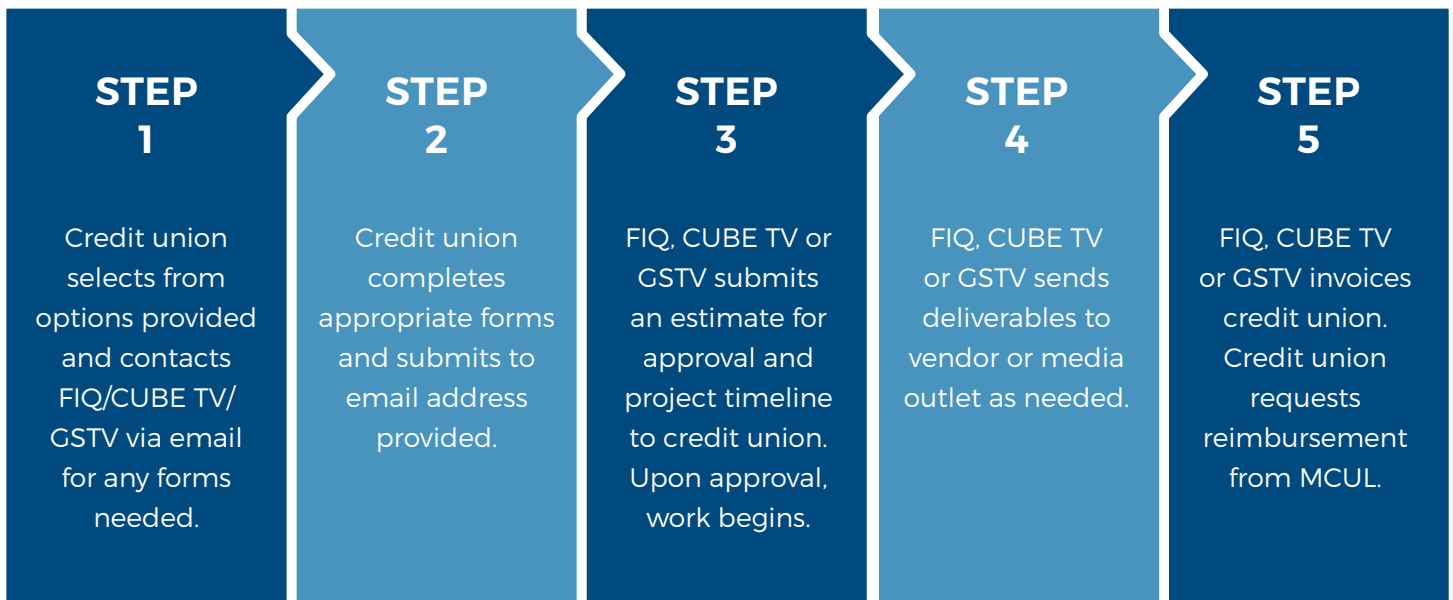
Get the biggest bang for your buck when you put your CU Link Cooperative Advertising Program integration funds to work for your credit union. Explore the variety of options available from FocusIQ (FIQ), CUBE TV® and Gas Station TV (GSTV®) at nearly every budget level.

Get the highest quality creative into the market quicker and easier than ever, too, since all assets are preapproved and have been developed in conjunction with the CU Link campaign assets.

Choose from a wide range of creative services, media opportunities and ad specialties. Credit unions are not limited by the amount of their funds, either. Want to do more? We’re happy to help.



Follow this simple process to place an order:



INTEGRATION FUND MENU

Select any of the a la carte menu options you'd like to implement using your integration funds.

KEY FOR WHO TO CONTACT:



OPTION	DESCRIPTION	INVESTMENT	REQUIREMENTS
BILLBOARD Contact FocusIQ	14'x48' billboard for 4 weeks	\$2,000* (1-2 OOH billboard(s), 4-week duration depending on market and location) *Does not include print production costs	Completed order form and creative assets due 5 weeks before posting
DYNAMIC MOBILE DIGITAL DISPLAY ADVERTISING Contact FocusIQ	<ul style="list-style-type: none"> · Geo-fence · Mobile browser and in-app delivery · Measurement: CTR, CTA (secondary in-banner interactions) · Reporting: monthly engagement report by 10th of month 	\$750/month for 3 months. Total minimum investment: \$2,250	Completed order form and creative asset(s) required 10 business days prior to launch
SEARCH ENGINE MARKETING (SEM) Contact FocusIQ	<ul style="list-style-type: none"> · Radius or city targeting · Delivery across 98% of internet search volume · Measurement: clicks, form fills, calls, call detail · Reporting: monthly, 15th of the month, showing prior month detail 	\$750/month for 3 months. Total minimum investment: \$2,250	Completed creative brief and order form due 14 business days before launch
RADIO (DIGITAL/PANDORA) Contact FocusIQ	<ul style="list-style-type: none"> · :15 and/or :30 spots · Audio and digital static banners · Targeting geography/audiences depending on objective 	\$7,500 buy for 4- to 8-week duration	Completed order form and media brief, plus radio spot and digital display. Creative assets, if available, due 3 weeks before launch
DIGITAL DISPLAY ADVERTISING Contact FocusIQ	<ul style="list-style-type: none"> · Neighborhood-targeted sub-ZIP (ATZ) · Delivery across desktop, mobile, tablet devices · Measurement: CTR, click-through, view-through, engagement by placement pixels · Reporting: live dashboard 	\$2,750/month for 3 months. Total minimum investment: \$8,250	Completed order form, creative assets due 10 business days prior to launch
GSTV Contact GSTV	:15 templated video customized by GSTV at no charge or a provided video (CU Link-compliant). Ad will run approx. every 3 minutes during station hours for duration of campaign	<ul style="list-style-type: none"> · \$2,500 2 stations/10 weeks or 4 stations/5 weeks · \$5,000 4 stations/10 weeks or 8 stations/5 weeks · \$10,000 7 stations/12 weeks or 15 stations/5 weeks 	Completed order form plus creative asset approval 14 business days prior to desired air date

MEDIA

CREATIVE

AD SPECIALTY

OPTION	DESCRIPTION	INVESTMENT	REQUIREMENTS
BRANDED POSTCARD Contact FocusIQ	Customize creative asset with credit union logo, deliver to vendor/media as needed	\$500 for each creative asset customized	Completed order form, provision of EPS version of logo 7 working days prior to delivery of needed asset
BRANDED BILLBOARD Contact FocusIQ	Customize creative asset with credit union logo, deliver to vendor/media as needed. 3 messages/designs available	\$500 for each creative asset customized	Completed order form, provision of EPS version of logo 7 working days prior to delivery of needed asset
BRANDED SOCIAL MEDIA POST Contact FocusIQ	Customize creative asset with credit union logo, deliver to vendor/media as needed	\$500 for each creative asset customized	Completed order form, provision of EPS version of logo 7 working days prior to delivery of needed asset
BRANDED DIGITAL BANNER AD Contact FocusIQ	Customize creative asset with credit union logo, deliver to vendor/media • Static: 1 message/design available, 6 sizes • Rotating: 3 messages/designs available, 6 sizes	\$600 for the first creative asset customized, \$300 for each asset in addition to the first. Must be ordered concurrently	Completed order form, provision of EPS version of logo 7 working days prior to delivery of needed asset
RADIO & VIDEO (CUBE TV STUDIOS) Contact CUBE TV Studios	• Turnkey radio — choose from pre-made 2018 campaign radio templates. Customize with your CU's name, rates* and contact info. Includes royalty-free music and a custom voiceover *Rate info customized where necessary	\$900	Choose existing asset, complete order form, provide your credit union info, allow 1 week for delivery
	• Turnkey video — choose from pre-made 2018 campaign video templates. Customize with your logo, rates* and contact info. Includes royalty-free music and a custom voiceover *Rate info customized where necessary	• :15 turnkey video: \$1,000 • :30 turnkey video: \$1,250	Choose existing asset, complete order form, provide your credit union info and logo, allow 2 weeks for delivery
	• Create your own video — stand out with unique videos based on the "There's Real Strength in Our Numbers" campaign **Costs do not include travel or other production expenses which will be estimated and approved prior to work start	• Unique :15 video (1 scene): \$2,000** • Unique :30 video (2-3 scenes): \$5,000**	Complete order form, you will be contacted by CUBE TV Studios, allow 4-8 weeks for production and delivery
IN-BRANCH CAMPAIGN KIT Contact FocusIQ	Includes: 3 customized, full-color 22"x18" posters and 100 inserts	\$500	Complete order form, provision of your credit union logo, allow 5 weeks for delivery
BRANDED T-SHIRTS Contact FocusIQ	30 polo shirts, credit union logo plus MCUL tagline (Proud member of Michigan's Credit Unions) underneath, and campaign tagline "There's Real Strength in Our Numbers" on back of shirt	\$500	Completed order form and artwork approval 4 weeks prior to delivery
BRANDED WATER BOTTLES Contact FocusIQ	100 water bottles, credit union logo plus MCUL tagline (Proud member of Michigan's Credit Unions) on one side, campaign tagline "There's Real Strength in Our Numbers" on the other side	\$350	Completed order form and artwork approval 4 weeks prior to delivery



OUR PARTNERS ARE READY TO HELP BRING YOUR CAMPAIGN TO LIFE



FocusIQ is a joint venture between CU Solutions Group® and leading advertising agency DP+, and was created with a credit union's success in mind. Industry leaders and seasoned credit union professionals can take your credit union to the next level with any of our core services:

- Brand development, research, logos, brand guidelines
- Traditional media planning and buying
- Digital banners, search engine and email marketing, social media strategy, website development, community management, etc.
- Customized or turnkey creative assets
- Data, consulting and analytics, such as customer profiling and predictive modeling

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Imagine your commercial running next to premium content from ESPN and CNN. Now imagine reaching 1 in 3 adults ages 18+, with over 6.5 million monthly impressions, resulting in unparalleled ad recall and consumer engagement. Gas Station TV makes that possible.

CU Solutions Group proudly partners with GSTV to place your content in front of everyone at the pump through a one-to-one, full sight and sound ad experience. Create an effective, targeted plan to reach your community by selecting from 712 available gas stations.

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Make a lasting impression online, on-air or in your branch. CUBE TV Studios has the technical knowledge and creative vision to produce high-quality, cost-effective broadcast work. Whether you're looking for a simple radio voiceover or a fully customized commercial shoot, we're your answer for all things audio and video production.

We specialize in turnkey options too. Looking to bolster this year's *There's Real Strength in Our Numbers* campaign? Ask about our variety of ready-to-use video assets.

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