



DAILY

THECUDAILY.COM

MEDIA KIT

WHERE BUYERS WILL 'SEE YOU' DAILY

2025



About Us

Why are credit union leaders turning to the Credit Union Daily? Because they demanded it. The Credit Union Daily is poised to become the leading source of news and other information to the key decision-makers in credit unions that solutions-providers are seeking.

The publication was launched in response to credit unions who said they wanted independently reported, fresh daily news coverage and analysis. That's just what the Credit Union Daily provides.

Led by veteran credit union journalist and editor Frank J. Diekmann, the CU Daily is on its way to being the number-one source CU leaders turn to every day. Make sure you're a part of it, and we will 'CU' daily.



**FRANK J.
DIEKMANN**

What We Offer

To drive growth and sales, your company's brand and offerings need to be known and in front of decision-makers at the nation's credit unions. The CU Daily puts you front and center.



Why We're A Great Partner

Advertising isn't noticed or read if the publication it's appearing in isn't noticed or read. The CU Daily is noticed and read, with more news reporting than any other source. It's that simple. And when credit union leaders make purchases after seeing your message in the CU Daily, that's helps drive our success, as well. We want you to succeed.

How to Contact Us



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And always at
www.thecudaily.com



Extra! Extra! Why the Industry is Reading All About it

Excellence in Journalism & Reporting

The Credit Union Daily has the most veteran reporting team in the credit union industry, and it shows. From the breadth of coverage, to insights found nowhere else, to reporting that appears first before any other source, the Credit Union Daily puts your message in front of a very engaged audience.

It Begins at the Top

Each day on The Credit Union Daily begins with a new indepth feature report that takes a longer look into a pressing issue or development, offering numerous perspectives.

Where to Find the Latest

The CU Daily features news that is constantly being updated in real time with breaking news and updates. The credit union industry knows to look first to the Latest in the CU Daily for what's happening right now.

Two Very Unique Features

The CU Daily includes two news features found nowhere else that are guaranteed to bring decision-makers back again and again (meaning they will repeatedly see your message and brand): The Deep Dive AI podcast, and the Movement in Minutes vlog.

And So Much More

The CU Daily's expansive offerings to readers also include ongoing updates on credit unions in their communities, a comprehensive listing of meetings and events, the latest job moves and promotions, and so much more. .





Make Sure You're Part of the Credit Union Store!

When a credit union is shopping for a new product or service, how do they know to look to you? By ensuring you're in front of those same decision-makers **all the time!**

Imagine a 24x7x365 trade show where solutions-providers to credit union are always available to prospective buyers. That's just what **The Credit Union Store** provides.

A unique offering in credit unions with a exciting and 3-D interactive design, C-suite leaders select the category of their choice and then "fly" right to your "booth" where they can find details on all you offer.

This is one of the most interactive experiences available, at a fraction of the cost of the traditional exhibit hall. Contact The Credit Union Daily for a demo and details.



Website Pricing & Specs

Position	Price	Specifications
Leaderboard	\$5,000/mo.*	728x90
Skyscraper	\$5,000/mo.*	300x600
Medium Rectangle	\$5,000/mo.*	300x250

Discounted rates available to participants in The CU Daily's Cooperators Program

Daily Newsletter Pricing & Specs

The CU Daily produces a daily headlines email that features more reporting than any other source in the industry.

Position	Price	Specifications
Leaderboard/Banner	\$3,000/wk. *	728x90
Medium Rectangle	\$2,500/wk.*	300x250

Discounted rates available to participants in The CU Daily's Cooperators Program

Sponsored Email to the CU Daily List

This is a marketing promotion of your design and development sent under The CU Daily banner to our audience, which guarantees higher open rates.

Email Under The CU Daily Banner \$3,000/wk. *

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CONTACT US

A photograph showing several hands of different skin tones stacked on top of each other in a supportive gesture, symbolizing teamwork and collaboration.

The Benefits of the 'Cooperation in CU Nation' Program

Collaboration is a key to credit union success, and the same holds true for solutions-providers. Join our **Cooperation in CU Nation** program and you will receive:

- Discounts on advertising
- Inclusion of announcements & news in The CU Daily's reporting
- Inclusion of your events in The CU Daily's calendar
- Opportunities to share insights and expertise
- Inclusion in the Case Studies Series on the front of the CUDaily.com site.

**SPECIAL
DISCOUNT**



Just \$2,500 annually!

Even More Options to Drive Your Sales

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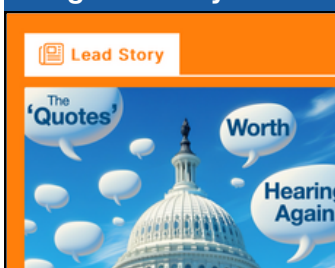
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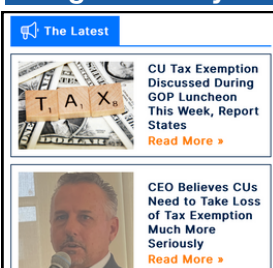
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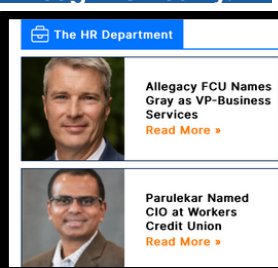
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The Agenda	
Event	Date
CUES Execu/Summit	Mar 9, 2025 - Mar 14, 2025
Federal Open Markets Committee Meeting	Mar 18, 2025 - Mar 19, 2025
Florida Advocacy Conference	Mar 18, 2025 - Mar 19, 2025

Become a Section Sponsor

The CU Daily features more than a half-dozen unique editorial features on the front of the website, including the Movement in Minutes the CU Daily Podcast, the ECUsystem and other specialized editorial content that is updated every single day. Meaning top Credit Union Decision-Makers are going to see your message and brand. Every day. Just \$5,000 per month.



Your Video Message

The CU Daily's unique video updates on the news, The Movement in Minutes, also offers you a video opportunity to feature your video message as part of the broadcast. This is a one-of-a-kind environment to be seen and heard. Just \$5,000 per month.

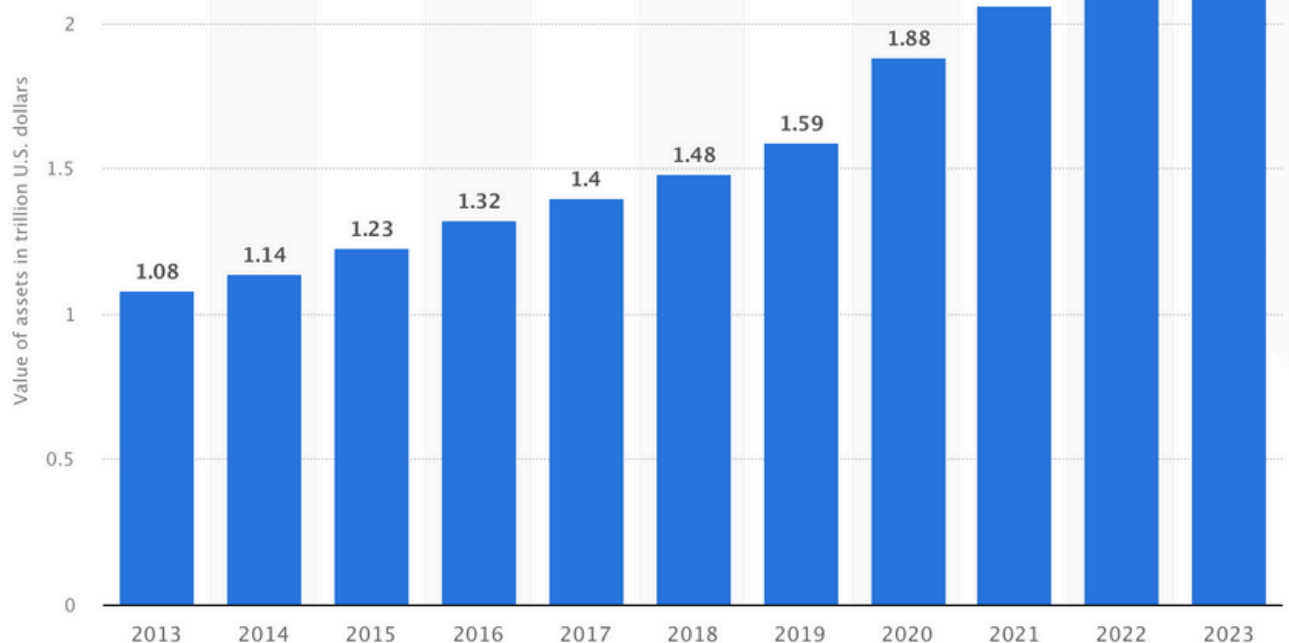


About The Credit Union Industry

Why advertise to credit unions? Few industries have seen the kind of consistent, ongoing growth as have the nation's financial cooperatives, which now represent approximately \$2.5 trillion in assets and billions and billions of dollars in purchasing power.

CU Asset Growth

- In Trillions of Dollars



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