

**MAKE SURE YOUR
BEST PROSPECTS**

A large orange circle containing the letters 'CU' in white, bold, sans-serif font. The 'C' is on the left and the 'U' is on the right, both with thick strokes.

CU

DAILY

2026 MEDIA KIT

**The #1 Source of News & Resources for Credit Unions
Your #1 Source for Reaching Decision-Makers**



More News. More Views.

In 2026, you want your message in front of credit unions. You want your branding to be seen. You want your solutions considered. The Credit Union Daily has what you want.

The Credit Union Daily exploded in 2025 to become the number-one source of news and other information for the key decision-makers in credit unions, reporting more content than any other source in the industry. More news means more views of your message and advertising. It's that simple.

Led by veteran credit union journalist and editor Frank J. Diekmann, the CU Daily is 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**

Putting You Front & Center

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.

As you will see in the pages that follow, the CU Daily offers numerous effective ways to generate awareness and new sales leads.

We actively partner and collaborate with our advertisers and sponsors to ensure maximum returns.

After all, when you grow, we grow.



How to Contact Us



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CU Strategic Planning
A CALLAHAN COMPANY

THE CREDIT UNION
COMMUNITY DEVELOPMENT
EXPERTS

**CU DAILY**
THECUDAILY.COM

Friday, June 6, 2025



Overall CU Assets Up by \$60B in Q1; But Growth Again Depends on Asset Size, NCUA Data Show

ALEXANDRIA, Va.—Total assets in federally insured credit unions rose by \$60 billion, or 2.6%, over the year ending in the....

[Click Here](#)



Cencap FCU Files Suit Against Fiserv Alleging 'Significant Deficiencies' in Security; Challenges Early Termination Fee

NEW HAVEN, Conn.—Cencap Federal Credit Union has filed a lawsuit against Fiserv alleging significant...

[Click Here](#)



Site on Dark Web That Offered Stolen Cards, Special Promos, Buyer Protections & More is Shut Down

WASHINGTON—The federal government has seized 145 domains linked to...

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.

One-of-a-Kind Content

The CU Daily includes numerous features found nowhere else that are guaranteed to bring decision-makers back again and again (meaning they will repeatedly see your message and brand). This includes provocative opinions and viewpoints.

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.





Website Pricing & Specs

Position	Price	Specifications
Leaderboard	\$5,000/mo.*	728x90
Center-of-Site Leaderboard	\$5,000/mo.*	2000x300
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 Cooperation in CU Nation 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.

How to Benefit from 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**



Get All of the Benefits Above for Just \$2,500 Annually!



The Numbers are In

Just four months after the launch of TheCUDaily.com, the numbers make clear where credit union leaders are now turning for the very latest news, resources, opinions and more. Want to get your message in front of CU decision makers? Go where your buyers have now gone: TheCU Daily.com.

120,000

Unique visitors since launch.

57,000

Active users turn to The CU Daily each month

16,000

Views per month of ads that have run at least one month

2,000 +!

News items reported since launch. More news, more visits.

Source: Google Analytics, July 2025

Contact

Roy MacKinnon

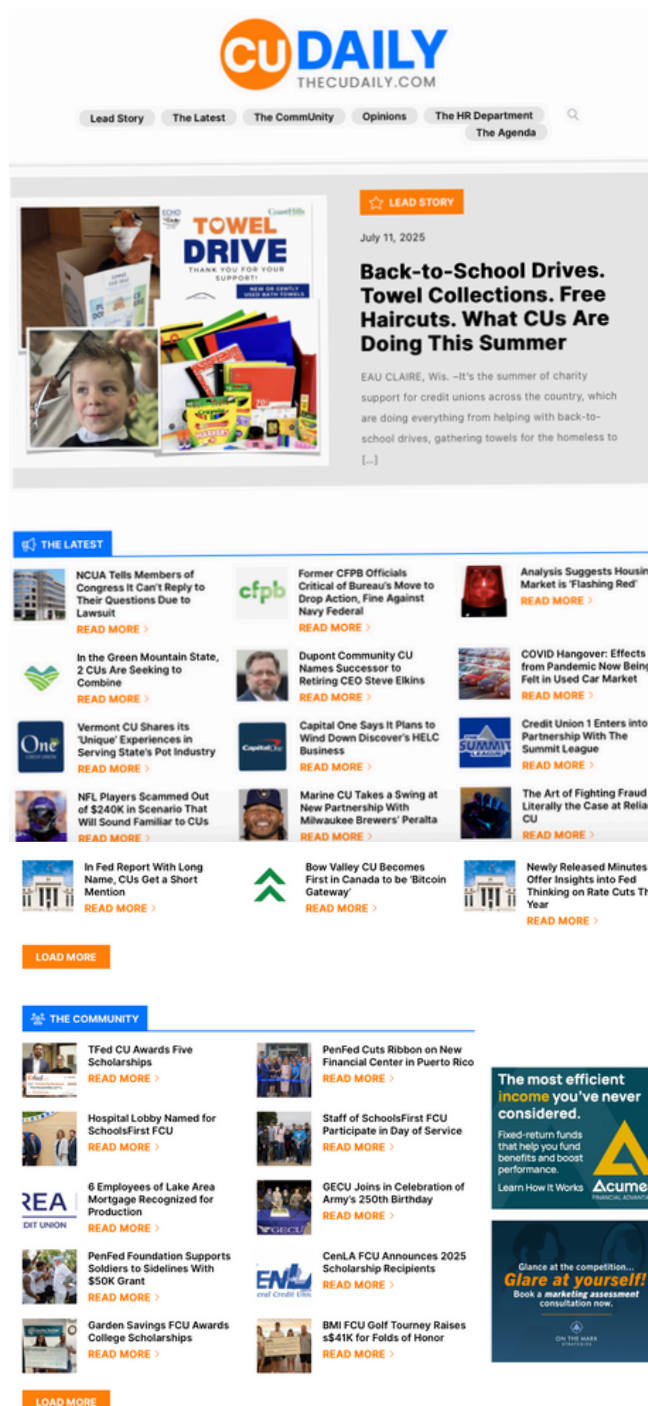


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Even More Options to Drive Your Sales

Brought to You By:



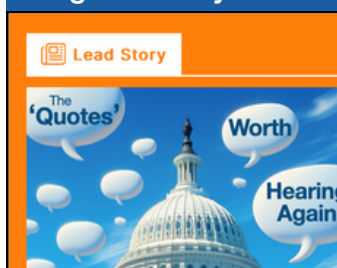
Brought to You By:



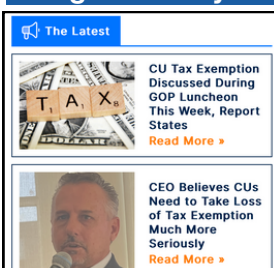
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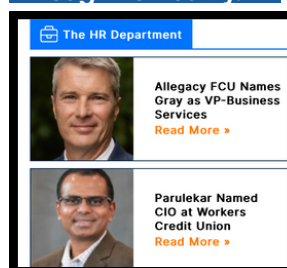
Brought to You By:



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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

Highlight Your Brand As 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. \$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 regularly updated news broadcast. This is a one-of-a-kind environment to be seen *and* heard. \$5,000 per month.



**A Unique Sales
Opportunity.
Just \$499**

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.

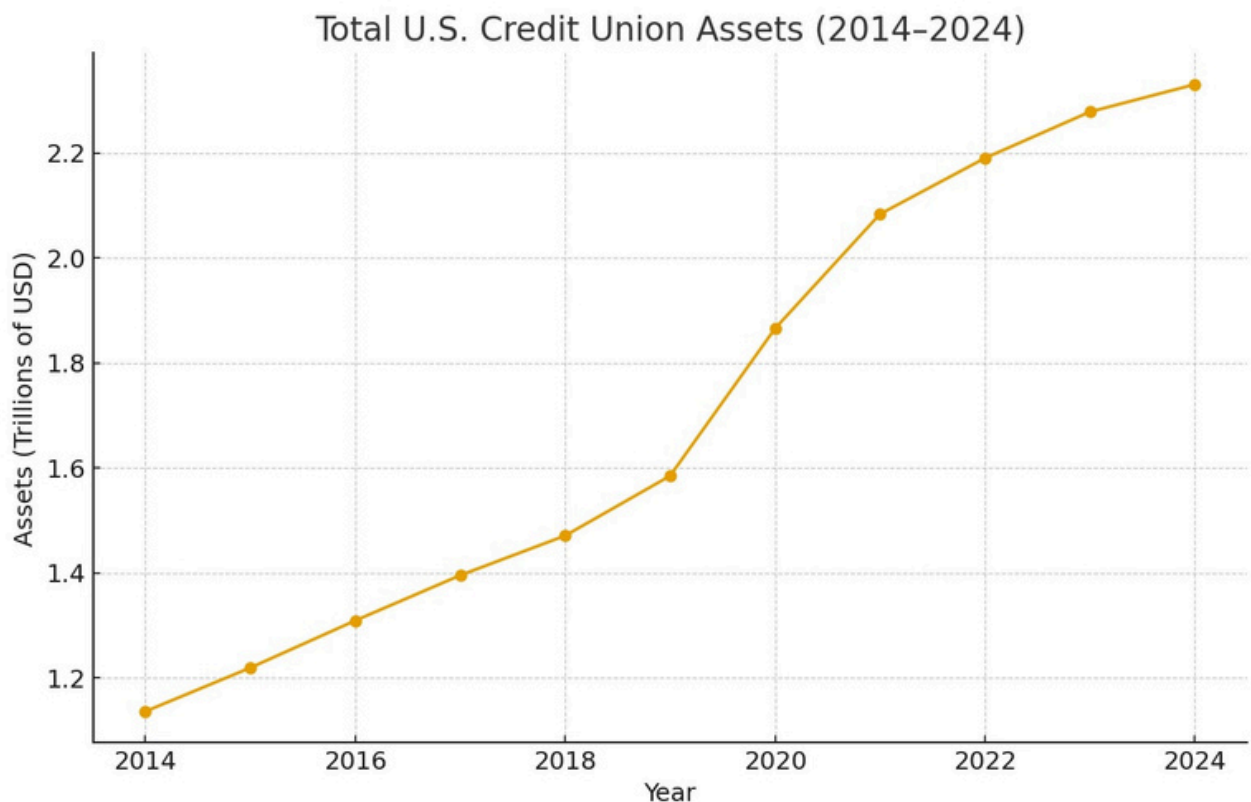
A unique offering in credit unions with a exciting and 3-D interactive design, C-suite leaders select the category of their choice and then "fly" right to your "booth" where they can find details on all you offer.

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.



Be a Part of the Growth Curve

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 \$2.4 trillion in assets and billions and billions of dollars in purchasing power.



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