CU DAILY
THECUDAILY.COM

2027 MEDIA KIT

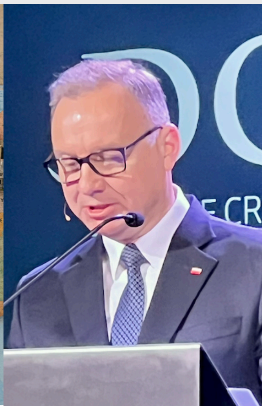
BE WHERE THE CREDIT UNION INDUSTRY IS PAYING ATTENTION

More news. More reasons to visit.
More opportunities to reach the decision-makers.

527,000*
PAGE VIEWS
UP FROM 232,000
(JAN 1 – AUG 1, 2026)

47,000*
MONTHLY USERS
AVERAGE

8,000+
EDITORIAL ITEMS & RESOURCES
SINCE LAUNCH (MARCH 1, 2025)



THE #1 SOURCE OF NEWS & RESOURCES FOR CREDIT UNIONS

*Data is as of *Aug. 1, 2026

CU DAILY
THECUDAILY.COM

2027
MEDIA KIT

$36 BILLION+

IN ANNUAL PURCHASING POWER

Source: NCUA Q1 2026 Call Report data; annualized non-interest expenses excluding employee compensation and benefits.

America's federally insured credit unions **spend more than $36 billion annually on operating expenses** outside employee compensation and benefits — purchasing the technology, products, and services they need to compete, grow, and serve their members.

- TECHNOLOGY
- MARKETING
- LENDING
- COMPLIANCE
- PAYMENTS
- CONSULTING
- SECURITY
- MEMBER EXPERIENCE

MESSAGE FROM THE PUBLISHER

Frank J. Diekmann

Cooperator in Chief,
The CU Daily

When we launched The CU Daily, our mission was simple: **publish the news credit union leaders need - every day**. In just over 18 months, that commitment has driven more than 8,000 original news stories and resources, and a rapidly growing audience of decision-makers across the industry.

For our advertising and solutions partners, that audience represents unmatched access to the people who influence and drive the future of credit unions.

Thank you for being part of our journey.

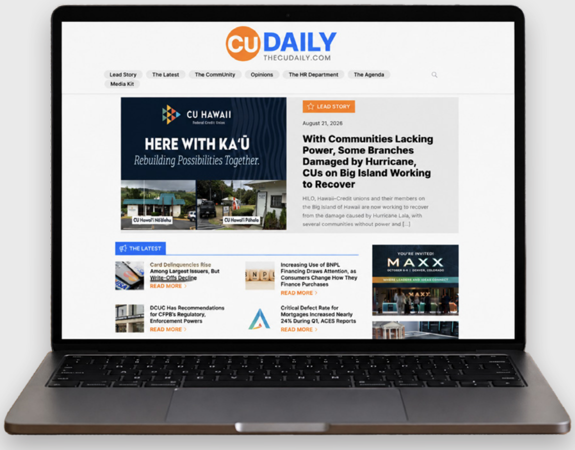
CONTACT | **Roy MacKinnon -** Advertising Sales Director
Roy@TheCUDaily.com

MULTIPLE PLATFORMS. ONE MISSION.

Delivering the news, insights, and connections credit union leaders rely on — every day.

The CUDaily.com

The CUDaily.com is the center of the credit union news universe and is **updated throughout the day.**



Featured on The CUDaily.com Every Day

THE LEAD A brand new, in-depth Lead Story on critical issues.

THE LATEST More than a dozen fresh items every day.

THE COMMUNITY Updates on how credit unions give back.

OPINIONS Provocative and insightful perspectives.

THE HR DEPARTMENT Personnel moves in credit unions and vendors.

THE CALENDAR Comprehensive meeting and event listings.

THE DAILY CAST Video interviews and deeper-dive conversations.

The CUDaily Newsletter

Each morning the CU Daily publishes **the most comprehensive daily newsletter** in the credit union industry, with 15-18 fresh news items and links to the original reporting.

OTHER PARTNERSHIP CHANNELS

More ways to connect with credit union leaders and decision-makers.

COOPERATION IN CU NATION

Cooperation in CU Nation is the CU Daily's **core partnership program**. For our partners, we include coverage of news, announcements, meetings and more, including discounts on advertising.

THE CU DAILY WEBINARS

The CU Daily hosts and co-hosts **informative, impactful webinars on critical subjects**, including partnership with solutions providers. We also offer unique sponsorship opportunities, including pre- and post-webinar video introductions and messages.

THE DAILY CAST

The CU Daily Cast features **longer interviews and deeper dive insights** with numerous credit union leaders across a broad spectrum of initiatives and issues. Sponsorship opportunities are available.

THE CREDIT UNION STORE

The CU Daily's Credit Union Store is the **year-round trade show that never closes**. A virtual booth gives you continuous visibility with credit union decision-makers 24/7, 365.

DIFFERENT PLATFORMS. ONE POWERFUL CONNECTION.

PUT YOUR BRAND WHERE THEY'RE LOOKING

High-visibility advertising opportunities across The CU Daily's website and daily newsletter.

THECUDAILY.COM

All website ads run across all pages on TheCUDaily.com

LEADERBOARD, MEDIUM RECTANGLE, SKYSCRAPER, or CENTER-OF-SITE LEADERBOARD
$5000/month

DAILY HEADLINES NEWSLETTER

Delivered to Credit Union leaders every morning

LEADERBOARD $3000/week

NEW *Leaderboard ads receive a* ***FREE Medium Rectangle*** *to ensure visibility, regardless of device.*

MEDIUM RECTANGLE $2500/week

SPONSORED EMAIL

Your message appears under The CU Daily banner

EMAIL UNDER THE CU DAILY BANNER
$3000/send

COOPERATORS SAVE

Discounted rates for Cooperation in CU Nation participants.

1 **LEADERBOARD 728x90** Premium site placement

NEW *Leaderboard banners include a* ***FREE Medium Rectangle in the same newsletter****. No matter which channel the reader views the newsletter—mobile or desktop—your message and branding appear prominently and clearly.*

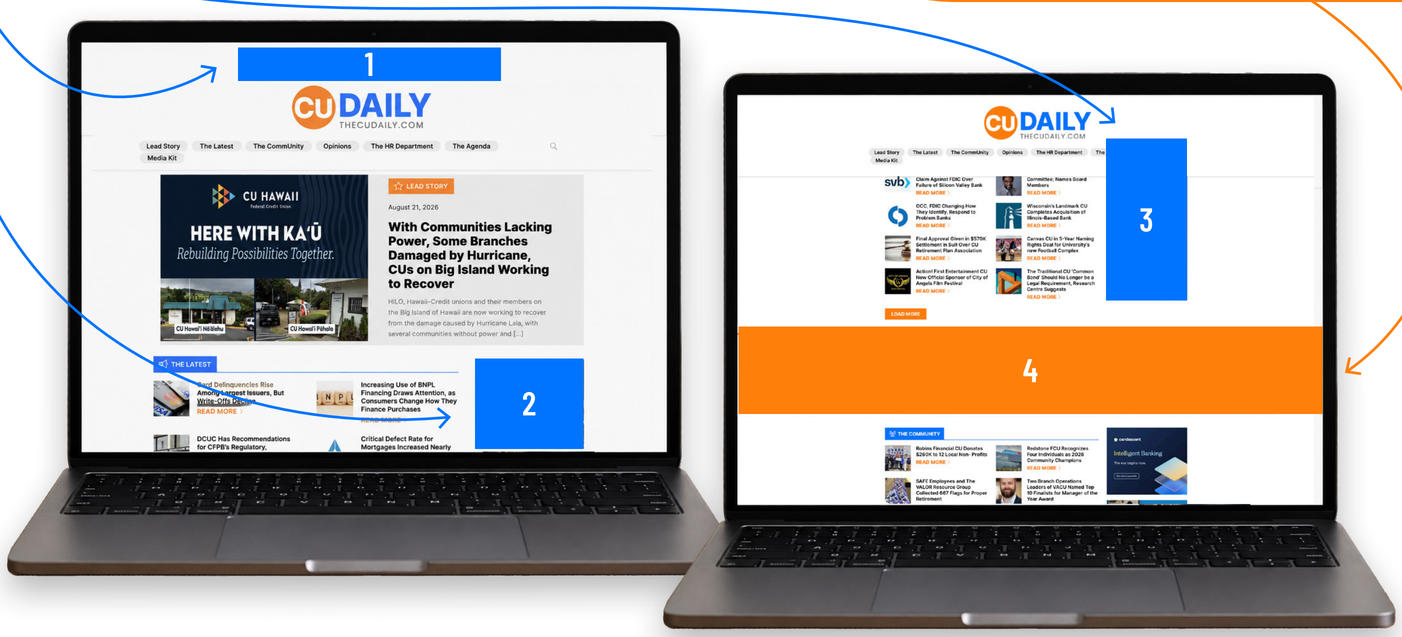
2 **MEDIUM RECTANGLE 300x250** High visibility

3 **SKYSCRAPER 300x600** High-impact vertical

4 **CENTER-OF-SITE LEADERBOARD**
2000x300 Premium center-site position

NEW VISIBILITY IN 2027

New for 2027, high-profile 'Center of Site Leaderboards' between all the news sections.



YOUR AD GETS YOU SEEN. YOUR STORY HELPS YOU GET REMEMBERED.

Does Your Board Have the Governance Edge?

March 20, 2026 | 3:54 pm | No Comments

By Heather McKissick

I was fortunate to be among thousands of credit union system leaders who recently spent time at America's Credit Unions' Governmental Affairs Conference in Washington, D.C.—listening, learning, engaging in valuable conversations, and observing the themes shaping our industry.

One thing came through clearly: the environment surrounding credit unions is evolving quickly. Regulatory expectations are shifting, emerging risks are becoming more complex, and strategic decisions carry greater weight than ever before. In an environment like this, governance capability becomes an advantage leaders can't ignore. Boards that invest in strengthening how they lead are far better positioned to guide their organizations through uncertainty and opportunity alike.

The Questions to be Asking When it Comes to Growth (That Often Never Are); Plus, Other Strategic Advice

May 19, 2026 | 6:00 am | No Comments

WASHINGTON–Credit unions seeking to grow and perform better often share some common mistakes when attempting to accomplish both, while their boards just as often never ask a common but necessary question, especially when they are considering mergers, according to one company.

Those issues and a host of others around CU growth, performance, charters, SEGs, FOM expansion, why some branches significantly outperform others and more are examined in this CU Daily Q&A with Sam Brownell, CEO and founder of CU Collaborate. The comments are part of the CU Daily's 2026 series, "The Profitability Imperative."

How Congress Can Bring Digital Assets into the Light Without Leaving Credit Unions Behind

May 13, 2026 | 4:21 pm | No Comments

By Jason Stverak

On May 14, the Senate Banking Committee will hold an Executive Session to consider H.R. 3633, the Digital Asset Market Clarity Act of 2025. That is a significant moment not only for the crypto industry, but for ordinary Americans who want basic answers to basic questions:

- Who is regulating this market?
- What protections apply when something goes wrong?
- Will responsible, community-based financial institutions be allowed to compete

The Bridge to Relevance: How to Successfully Navigate to Digital Platforms from Legacy Systems, The Myths Keeping That From Happening, and More are Shared

May 11, 2026 | 8:00 am | No Comments

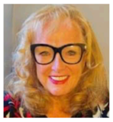
GLASTONBURY, Conn.– Just what makes a credit union "relevant" has evolved over the past decade, and credit unions that want to prosper and grow over the next decade and beyond will need to evolve with the definition, according to one CUSO that is also addressing some myths around strategy and growth, as well as bridging the gap between legacy systems and digital platforms, and much more.

DaLand CUSO describes itself as a "Next Gen" organization that enables credit unions to integrate digital assets, blockchain technology, and modern fintech into their core banking systems, with a specialty in helping credit unions bridge traditional banking with digital currencies, allowing credit unions to provide Bitcoin, stablecoins, and digital asset custody directly to members. It also provides strategic consulting services.

The Profitability Imperative: Why You Should Start With the Controller

April 22, 2026 | 12:26 pm | No Comments

By Susan Mitchell



At our company we have been looking closely at organizational development across the credit union industry, not as an academic exercise but through the lens of what it will take to lead in an AI-enabled future. If we are serious about using AI to elevate the member experience, then we must be equally serious about building the internal infrastructure that supports it.

Otherwise, we are simply bolting new tools onto old structures and allowing vendors to define our trajectory for us.

I recently completed an organizational chart analysis across 10 credit unions ranging from $1-$10 billion in assets. The results were almost unsettling in their

What's in the Cards? Overlooked Opportunities, Untapped Offerings and More, Says One CU Organization

May 18, 2026 | 5:00 am | No Comments

NAPERVILLE, Ill.–For credit unions looking to grow income via their card portfolios, there are overlooked opportunities in better utilization of existing portfolios, in the oft-overlooked prepaid card space, and in understanding they don't have to match all the points and rewards offers available from competitors, but instead need to understand what really resonates with the membership, according to one person.

As part of the CU Daily's 2026 Profitability Imperative series, Jamie Conrad, SVP-debit and credit cards with Envisant, spoke to the issues outlined above and more. Here is some of what he had to share:

MORE THAN AN AD. A PARTNERSHIP.

The CU Daily believes the companies serving credit unions are an important part of the industry's story.

Throughout the year, our reporting features the research, innovations, leadership, perspectives and solutions of our advertisers and sponsors—bringing valuable information to our readers while helping our partners become part of the industry conversation.

The CU Market Review

As a special benefit to our advertisers and sponsors, the CU Daily has created a free, weekly overview of the market featuring:

- TOP 10 STORIES OF THE WEEK
- 5 TRENDS WE'RE WATCHING
- UPCOMING MEETINGS & EVENTS

Credit unions continue to grow—creating more opportunity for the companies that serve them.

THE MARKET KEEPS GROWING!

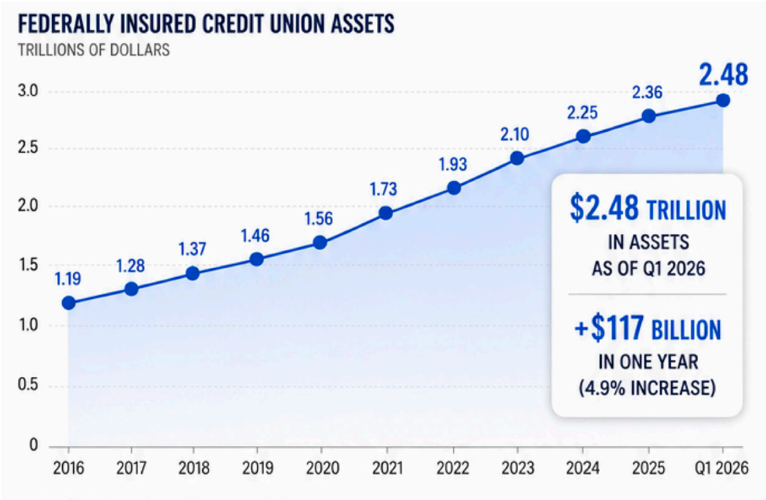
SHOULDN'T **YOUR** SHARE BE GROWING, TOO?

A POWERFUL INDUSTRY.
A POWERFUL OPPORTUNITY.

145.8 MILLION
MEMBERS

$36.2 BILLION
IN ANNUAL PURCHASING POWER*

4.9% GROWTH
IN ASSETS IN THE PAST YEAR



Source: NCUA Quarterly Data Summary - Q1 2026

BE PART OF WHAT'S NEXT.

Reach the people leading America's credit unions—and put your company at the center of the conversations shaping their future.

ROY MACKINNON
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MORE NEWS. MORE CONNECTIONS. MORE OPPORTUNITIES.

The trusted daily news source for credit union leaders and decision-makers.
The partnership platform for the companies that serve them.