

YOUR SOURCE FOR MARKETING AND PROMOTIONAL SERVICES

Are you in need of marketing and promotional assistance? If so, the Mid-America Credit Union Association Service Corporation's **Creative Services** offers a wide variety of marketing and advertising services.

Does your credit union want to promote its loans and other services such as credit cards and home financing? We can help you develop a promotion from beginning to end utilizing various marketing materials that will help move your credit union forward.

Creative Services can create the following materials for your marketing and promotional needs (not limited to):

- Brochures
- Posters/Banners
- Flyers
- Statement Inserts
- Postcards
- Business Cards
- Logo Design
- Radio/Newspaper Ads
- Press Releases
- Basic, Intermediate, and Comprehensive Marketing Plans
- Annual Meeting Program

In addition to producing customized marketing materials, the **Creative Services** department has a newsletter service that will design, layout, and write your credit union newsletter each quarter from beginning to end, including printing and mailing to the appropriate distributor. We have access to an array of time-sensitive articles and ads on various topics pertaining to credit union interest that enables us to produce professional, informational newsletters.

From newsletters to brochures to marketing plans and logo designs, **Creative Services** will customize all materials to meet your credit union's needs. Contact Kristie Heit at the Association for more information.

Promotional Materials

Creative Services' production fee is **\$40** per hour. More complex projects may require significantly more time, while less complex projects may require less time. Please request a bid to obtain specific costs.

	Brochures 8 1/2" x 11" (2 sides)	Posters 11" x 17" (1 side) (2 sides)		Flyers 8 1/2" x 11" (1 side) (2 sides)		Statement Inserts 3 1/4" x 8" (1 side) (2 sides)		Postcards 4 1/4" x 5 1/2" (2 sides)
Full Color Printing* w/paper	\$0.60	\$0.44	\$0.64	\$0.32	\$0.60	\$0.11	\$0.20	\$0.26
PDF Conversion (For Web site)	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10

*A minimum fee of \$15 will be charged for printing services below \$15.

Production Schedule Guidelines

On average, project production will take three to four weeks, depending, on the complexity of the project. Two to three weeks will be devoted to project design, development, and proofing. The last week needs to be reserved for printing. If shipping is necessary, be sure to add a couple of days on to the production schedule.

Rush Fee

For those urgent, last-minute projects requiring a faster turn-around, an additional 5% will be added to the total project fee, except for printing, for each day late.

Call to Receive a Price Quote for:

Annual Meeting Program

Annual Meeting Report

Logo Design

Surveys

Radio Copy

Business Cards

Printing

Newspaper Ads

Banners/Signs

Other Promo Materials

Newsletter Prices

The Creative Services Department, a division of the Mid-America Credit Union Association Service Corporation, wants to help you save valuable time and make your newsletter a perfect reflection of your credit union. Is your newsletter meeting your members' needs? Is there something missing? Do you need a new masthead? Do you need more pages or need to add color? Whatever you think might increase your readership and better serve your members, we can make happen. Following are the layout prices for the three sizes of newsletters we offer including price breakouts for one-color, two-color, and full-color:

Layout

<u>Printing Type</u>	<u>One-Color</u>	<u>Two-Color</u>	<u>Full-Color</u>
Custom Quarterly (8 1/2" x 11" = 2 pages)	\$75	\$85	\$100
Custom Quarterly (8 1/2" x 14" = 4 pages)	\$130	\$140	\$150
Custom Quarterly (11" x 17" = 4 pages)	\$160	\$170	\$180

If your credit union is interested in producing a custom-size newsletter, please let us know and we will provide you a layout price quote.

“On the Ball” Discount

To receive some great savings, just send your newsletter information into us early. When we receive your information prior to the deadline date, we'll give you 10% off the layout cost, not including printing.

Late Fee

If you are unable to provide us with your newsletter information by the deadline date, an additional 5% fee, not including printing, will be charged for each work day it's late. (i.e., if we receive it 4 work days after the deadline = 20%.) Under special circumstances, this fee may be waived if arrangements are made prior to the deadline date. However, if the newsletter comes in too late, we cannot guarantee delivery to your statement processor by their due date.

Printing

The Creative Services Department works very closely with a local printer to provide you with reasonable pricing. In addition, we work with the printer to maintain excellent quality control of your newsletter, guarantee project completion in a timely manner, and ensure that shipping instructions are followed. We do our best to make your job easier. Please give us a call if you would like a price quote for your newsletter printing.

Marketing Consultation Service

To ensure a strong, stable future for your credit union as well as maintain consistency in your overall message and branding, which is executed through marketing promotions and advertising, it is essential that your credit union create and implement a strategic marketing plan each year. A strategic marketing plan is a practical, action-oriented, step-by-step approach to optimizing your marketing efforts and overall business plan. The Creative Services Department, a division of the Mid-America Credit Union Association Service Corporation, can help you create a marketing plan for your credit union and help carve the road to your future.

With our Strategic Marketing Plan Program, an experienced marketing consultant will visit with you to discover your credit union's needs and challenges and assist you in developing a customized plan for your credit union that addresses those issues. During the planning process, your consultant will help you determine where you want your credit union to be in the future and the steps needed to be taken in order to get there.

Whether it's developing a single promotion or formulating in-depth strategies and tactics to guide your credit union throughout the year or further into the future, the Creative Services Department will collaborate its efforts with you to create and implement a successful strategic marketing plan.

Strategic Marketing Plan Programs		
—BASIC— Marketing Plan	—INTERMEDIATE— Marketing Plan	—COMPREHENSIVE— Marketing Plan
<p>TIME— 15 Hours*</p> <p>SERVICES—</p> <p>1) Executive Summary</p> <p>2) Situation Analysis</p> <ul style="list-style-type: none"> ✓ Review of Marketing Mix ✓ Strengths, Weaknesses, Opportunities & Threats (SWOT) ✓ Recommendations <p>3) Objectives & Goals</p> <p>4) Strategies & Tactical Plans</p> <ul style="list-style-type: none"> ✓ Up to 6 Comprehensive Promotions 	<p>TIME— 28 Hours*</p> <p>SERVICES—</p> <p>1) Executive Summary</p> <p>2) Situation Analysis</p> <ul style="list-style-type: none"> ✓ Market Penetration ✓ Review of Marketing Mix ✓ Product & Service Review ✓ Membership Analysis ✓ Past Marketing Strategies ✓ SWOT ✓ Recommendations <p>3) Objectives & Goals</p> <p>4) Strategies & Tactical Plans</p> <ul style="list-style-type: none"> ✓ Up to 9 Comprehensive Promotions 	<p>TIME— 40 Hours*</p> <p>SERVICES—</p> <p>1) Executive Summary</p> <p>2) Situation Analysis</p> <ul style="list-style-type: none"> ✓ Financial Performance ✓ Market Penetration ✓ Review of Marketing Mix ✓ Product & Service Review ✓ Membership Analysis ✓ Past Marketing Strategies ✓ Environmental Factors ✓ Competitor Analysis ✓ Target Market Analysis ✓ SWOT & Recommendations <p>3) Objectives & Goals</p> <p>4) Strategies & Tactical Plans</p> <ul style="list-style-type: none"> ✓ Up to 12 Comprehensive Promotions <p>5) Marketing Time Table & Budget</p> <p>6) Worksheets & Graphs</p>
<p><i>*Based on estimated time requirements, which may vary.</i></p>		

What can the Creative Services Department do to assist your credit union with its marketing efforts?

Please indicate if you are interested in receiving marketing assistance in any of the areas listed below:

Promotional Materials

- Brochures
- Posters
- Flyers
- Statement Inserts
- Postcards
- Business Cards
- Logo Design
- Newspaper Ads
- Radio Ads
- Other _____

Newsletters

- Custom Quarterly (8 1/2" x 11" = 2 pages)
- Custom Quarterly (8 1/2" x 14" = 4 pages)
- Custom Quarterly (11" x 17" = 4 pages)

Strategic Marketing Plan Programs

- Basic Marketing Plan
- Intermediate Marketing Plan
- Comprehensive Marketing Plan

Credit Union _____

Contact Person _____

Date _____

Date material is needed _____

If you have any questions, need some marketing consultation, or would like to discuss your ideas, please call Kristie Heit, marketing/communications Coordinator, at 701/250-3922, ext. 3922. If you are interested in utilizing the services the Creative Services Department provides, please call Kristie at the number above or mail or fax this form to her, at the following address:

Mid-America Credit Union Association
Attn: Kristie Heit
PO Box 7250
Bismarck, ND 58507
701/258-7794 fax