

Boost your credit union cred with



The Credit Union

Connection

www.TheCreditUnionConnection.com

2026 Media Kit

About Us

We are Sarah and John Cooke, co-founders of The Credit Union Connection. Sarah has worked and volunteered in the credit union community for more than 26 years. John is going on 9 years, first as a photojournalist and now COO for The Credit Union Connection.

We are realistic credit union purists. We believe in the power of credit unions to change lives and communities, and that can only be accomplished by having the right tech and services to remain relevant.

And that means knowing what's available in the marketplace - not just those with the biggest marketing budgets. That's where we fit in, connecting credit unions and business partners.

press@thecreditunionconnection.com

sarah@thecreditunionconnection.com





Our Why

Credit unions are the best financial services option for consumers. They have the power to help revive communities and save consumers' money, homes, marriages, lives and so much more. Our goal is to help credit unions thrive through the three biggest threats they face right now:

- 🔄 Increasing public awareness
- 🔄 Succession planning & leadership development
- 🔄 Maintaining relevance



To protect against those threats -

- 
- 🔄 Sarah consults with business partners on developing entire Go-To-Market strategies, creating useful content and distribution to reach credit unions. From ongoing retainers to projects, we've got you covered.
 - 🔄 We highlight leadership development, educational opportunities and job openings
 - 🔄 We maintain the most comprehensive and up-to-date career listings, as well as career development content & you're peers' career moves
 - 🔄 Identifying and amplifying business partners that help credit unions remain relevant



OUR HOW

From our brand voice to the way we deliver content, we aim to be different from other educational and informational sources by offering truly multimedia content that is useful and actionable AND with personality. From our brand to advocating for credit unions, we live to serve the credit union community DIFFERENTLY.





Become a Club Member!



The Credit Union Connection effectively **connects business partners with budgets of all sizes with credit unions.** We offer a highly targeted audience of credit union decision-makers.

The pricing is affordable, so we save time on negotiating, and you get a great deal. We aren't interested in horse trading - we want to focus on supporting credit unions and you!

Wait until you see what we have in store for 2026 to ensure your message goes to the right people at the right time.



LinkedIn

17,000+ followers
64% of followers are
banking & finance
54.5% VP+

TheCreditUnion Connection.com

22,000 users
30,000 pageviews
155,000 events

Our Highly Engaged Audience

Newsletters

~24,000 subscribers
36% open rate
11% click rate
32% CTR

The Credit Union Connection gains more new LinkedIn followers ORGANICALLY than any other credit union media outlet, and we lead the other credit union media outlets by 2X in 30 days' engagement, entirely nonpaid. (We even battle for the most engagement with American Banker. Shhh)





We are always thinking of new ways to serve our Club Members and credit unions. Here's what we have cookin' for 2026!



**NEW in
2026!**



- 
- 🔗 Our videos will be podcasting in all your favorite streaming locations. Become a sponsor!
 - 🔗 Geofencing to target attendees of conferences and other uses, and then retarget them.
 - 🔗 A masterclass platform to show off your SMEs, help inform CU pros on what they need to know **and** earn leads!
 - 🔗 A “support group” (half joking) for business partners to network, talk about current wins & challenges, speakers on sales and marketing techniques, whatever makes sense. You decide!

CHECK OUT THESE OPPORTUNITIES IN MORE DETAIL ON THE NEXT PAGES!!





Our popular videos will be most everywhere podcasts are podcasted! Why not become a sponsor?!

YOU WILL:

- 🔄 Guest host at least 4 videos in 1 month
- 🔄 Be a guest on a show 1X
- 🔄 Receive a 30-second ad spot
- 🔄 Get shout-outs at the beginning and end of the show
- 🔄 Branding in content and on marketing

\$2,000 for all this!

You can also select a planned podcast to guest host with shout outs and ad for \$500. Save when you bundle!

NEW Podcast Sponsorship



NEW Geofencing & Retargeting

Think about it - you're at a conference by yourself or you have a couple of team members with you. You can't reach everyone you want to chat with.

WE GOT YOUR BACK, JACK AND JACKIE!

- Geofencing puts a force field of your brand over a building, a zip code, whatever! Your ad is served to their cell phone.
- The ad then follows them around the web. They can't forget your company's name. Might even dream about it. 😊
- Traditional static ad or video!

Set your own budget!

\$15 CPM* for ad or \$32 CPM for video.

*CPM = per 1,000 impressions



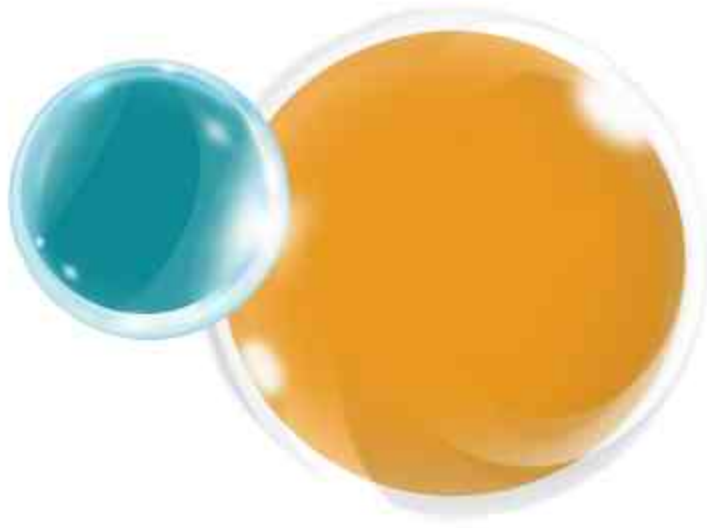


NEW Masterclass

We create a masterclass platform for Club Members and market it, as well as individual masterclasses! Course pricing will vary.

HOW IT WORKS





NEW “Support Group”

Gather ‘round founders, employees and others working for credit union business partners.* Monthly virtual networking discussing wins, challenges and trends, featuring speakers on a variety of topics, whatever makes sense for the group!

Membership is just \$200 per year.



*Category-exclusive unless the existing member approves and vice versa; first-come, first-served.



[View this email in your browser](#)



Great leaders don't solve every problem — they **build problem-solvers**.

Laurie Maddalena's *Fixer to Facilitator Assessment* **reveals the shifts that move you** from overwhelmed manager to confident facilitator. Learn how to foster ownership, reduce stress, and lead with greater impact.

👉 [Take the free assessment today.](#)

You'll also receive a **comprehensive guide** filled with strategies to help you apply your results.

TAKE THE ASSESSMENT!

Great for promoting
special offers!



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You are receiving this email because you opted in via our website.

Our mailing address is:
CUConnection
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Conway, SC 29526

[Add us to your address book](#)

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)

One of our most popular offerings!

CoBranded eBlasts

\$500 each





Feature your subject matter experts' thought leadership with editorially sound content* across all our platforms:

- ✚ Byline: Author's name linked to their LinkedIn page, job title and Company name linked to any web page you want
- ✚ Include a CTA at the end and links back to any web page you want
- ✚ One week in the first row on our homepage
- ✚ Featured article in our LinkedIn newsletter
- ✚ Highlighted in our email newsletters
- ✚ Showcased in our popular social media

*Editorial soundness is at the discretion of The Credit Union Connection.

One of our most popular offerings!

Highlight Your Experts

These articles are receiving ~3,500 reads from our senior, engaged audience!**

October 6, 2025



How Credit Unions Can Market Home-Improvement Loan Programs To Contractors



Michael Needham
Chief Content Officer

Michael Needham, Chief Content Officer, Finturf

If you're looking to acquire more contractors, start at the kitchen table. That's where local contractors sit with homeowners right as financing decisions are made. When you give contractors your loan program as a sales tool, they close more deals, and you access a new customer acquisition channel with baked-in opportunities to cross-sell to these homeowners in the future.



The Complete Guide to Chatbots for The Financial Services Industry



How Credit Unions Can Modernize Mortgages Without Losing the Human Touch

October 6, 2025

CPR: A Clear and Compassionate Framework for Tough Conversations

October 6, 2025



LuCorp President/CEO
David Savoie



Heather B. Founder
Savvy Small Business

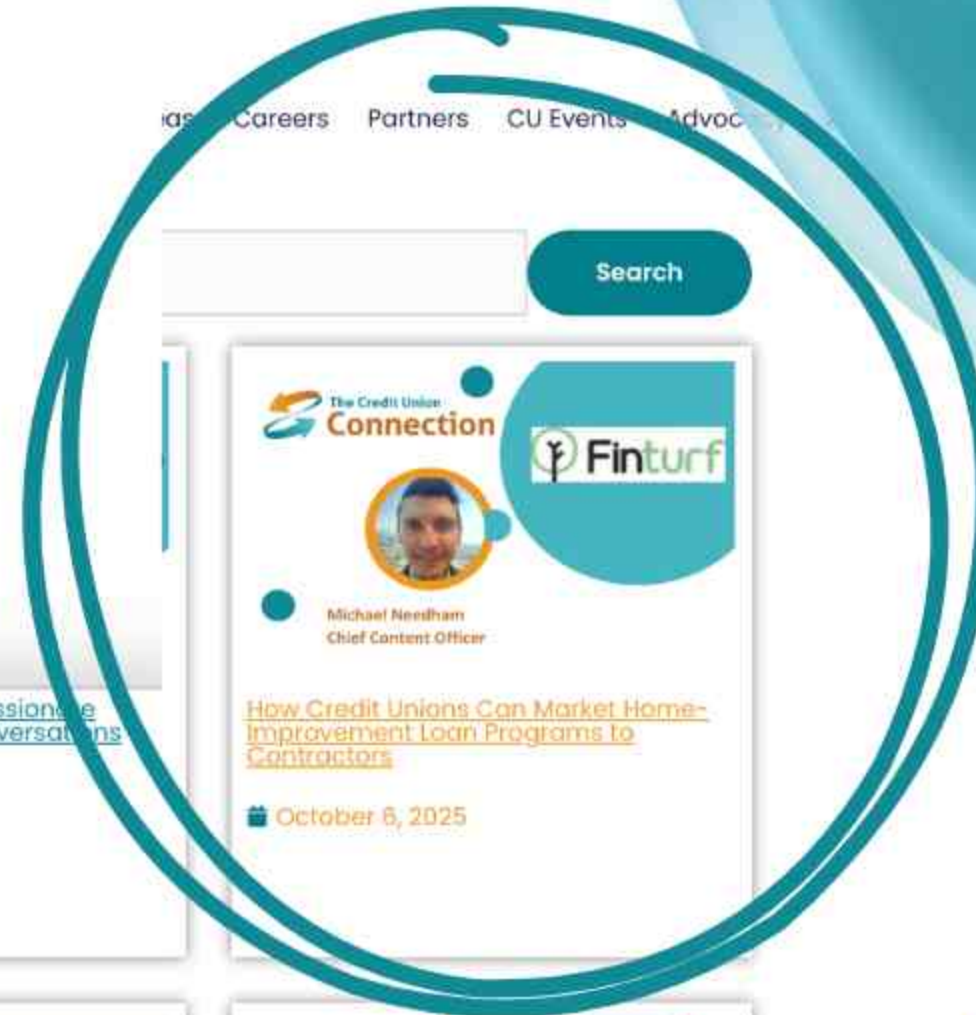


Rachana
CEO
BFI Butler

One of our most popular offerings!

Thought Leadership

\$1,000 per article



The Credit Union
Connection

We're all sick of hearing do more with less. If you don't have the people-power or skill set on your team, our **expert content creation team** can help!

Sarah has **26+ years' experience** in content strategy and communications in credit union land. From **GTM strategy to design and content creation to distribution**, she'll dig in to get to know your company, voice and culture to understand how to present it to credit union leaders in a meaningful way.

SAMPLE PROJECTS

- ✈ Blogs
- ✈ Social media
- ✈ Basic video
- ✈ Lead nurturing email sequences
- ✈ Speaking & workshops
- ✈ White papers
- ✈ Case studies
- ✈ Ghostwriting
- ✈ Advertising consultation
- ✈ And a whole lot more!

Custom Content & Strategy

Custom pricing

Webinars

For attendance promotion

- 2 eMail Blasts
- 2 LinkedIn posts
- Automated reminder emails

During Event (up to 1 hour)

- Moderator Sarah Snell Cooke or use your own
- Your choice of speaker(s) from your organization or designees - it's a good idea to have a client on the panel!
- White papers, case studies, brochures, etc. for download
- Polling capabilities
- Bio in screen
- Q&A chat
- Allow live chat or no

Post Event

- Survey of attendees
- Reporting, including registrant email addresses, attendees, time spent in webinar and other info.
- Automated email for registrants linking to the recording
- You receive the recording to use for your purposes

Sample email blast



REGISTER TODAY!

On Oct. 17 at 11 am ET, please join me for a Can't-Miss Webinar: **Whose Data Is It Anyway?**

How to safeguard and use member information in the age of big data, fair lending concerns, and onerous third-party contracts

As an attorney serving credit unions for two decades, I have a deep understanding of credit union leaders' concerns and a keen sense of how your credit union might be affected by legislation, regulation and lawsuits coming down the pike. This is must-have information to both lead and protect your credit union!

Join me **Oct. 17 at 11 am ET** as we explore:

- How data governance is shaping the regulatory environment
- What credit unions can include in their contracts to help protect themselves
- What we can learn from recent data breaches affecting credit unions
- Why AI is both potentially beneficial and dangerous

REGISTER TODAY!

The Law Office of
Henry C. Meier, Esq.



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You are receiving this email because you opted in via our website.

Thought Leadership

Webinar \$2,000
Roundtable \$3,000

Roundtables

Same as webinar, **plus:**

During Event (**90 minutes**)

- **Breakout rooms** for deeper engagement
- After breakrooms, **each room leader (your team and/or designees) shares the top takeaways**
- **Recording** of the presentation segment only for your use (we don't record the breakout rooms so participants can speak freely)





Boost Brand Awareness



Leverage brand advertising to keep your company in front of key industry players and establish your company as a trusted and reliable solution provider.



95% of companies aren't ready for what you're selling right now - but they will be! Make sure they remember your brand.

High-Impact Interstitial



Big announcement?
Own the pop-up!
Just \$500/week

Serious brains, zero snooze—The Credit Union Connection dishes hot takes on fintech, compliance, strategy, politics, member magic for credit union leaders who get it.

The Credit Union Connection
20,924 subscribers

✓ Subscribed




Jason Stverak
Chief Advocacy Officer
Defense Credit Union Council

Credit Union Unity Has To Work
For Every Institution

The Credit Union Connection LLC
17,509 followers

April 9, 2020

By Jason Stverak, Chief Advocacy Officer, DCUC

Cost Per Member Acquisition: **THE FORMULA THAT EVERY CREDIT UNION SHOULD KNOW** JXM

**The Daily Wrap &
LinkedIn Sponsorship**
\$500/week

The Career Connection
\$250/month

Credit unions were built on purpose, no
distinction still matters, and it should
about advocacy across the movement.

Too often, industry debates get framed
credit unions have competing interests
stronger legislative and regulatory env
credit union serve more members, inv
and plan more effectively for the future



The Daily Wrap

Cost Per Member Acquisition: **THE FORMULA THAT EVERY CREDIT UNION SHOULD KNOW** JXM

[Everything Credit Unions Going On
in Washington with DCUC's Stverak](#)




Sarah Smith, Editor
The Credit Union Connection

BREAKING NEWS

[Boston Firefighters CU Taps Tech
Leader to Drive Digital Future](#)

[Ditch the Spreadsheets. See the
Story with Free Plan from Callahan](#)

[Credit Union Leaders Take the Fight
to Sacramento](#)

Tax status threats. CDFI funding.
Partial shutdown. Reconciliation.
Nothing going on in DC, right?!



The Career Connection

[The Quiet Growth Killer in
Credit Unions \(and the
Simple Fix Teams Miss\)](#)

Is not selling costing your
members thousands? ... [Read
more](#)



Michael Smith
Chief Advocacy Officer
The Career Connection

[5 Books That Will Change
How Credit Union Leaders
Listen and Lead](#)

A small credit union was on its
way to being acquired when the
board made a bold move ...
[Read more](#)

Good to know
[Credit Union Unity Has to Work for Every Institution](#)

IN THE NEWS

[Desert Financial Taps 29-Year Veteran to Transform Member
Experience](#)

[Nimbus levels up with Aimee Ford as CRO](#)

[3 CUs Announce New Hires: Eplin Recognizes Employees for Years of
Service](#)

[4 Credit Union Pros Score Big with 2026 GEM Scholarships](#)

[CUs Reveal Promotions: Red Rocks CEO Named to 2026 Colorado
Team 100](#)

[Chartway CU, USALLIANCE Financial named USA TODAY top
workplaces](#)

Click here for
Career Listings
from our partners at








Redesigned Newsletters

Sponsors get an image or
text-based ad at the top!

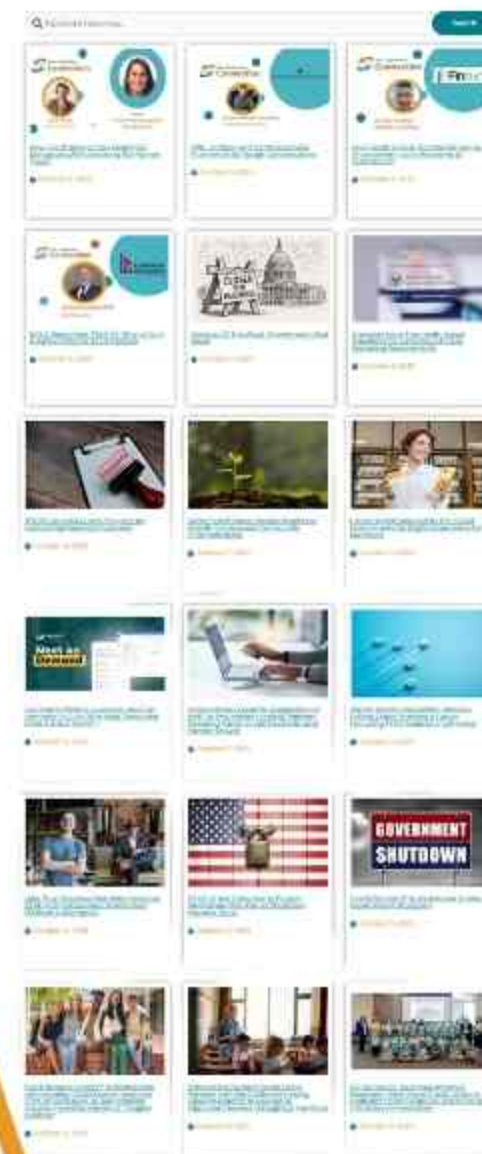


Leaderboards



Med. Rect.
1, 2 & 4

Serious brains, zero snooze—The Credit Union Connection dishes hot takes on fintech, compliance, strategy, politics & member magic for credit union leaders who get it.



Large Rect.

(Skip to the bottom)



Website Brand Ads

- Top & bottom leaderboards & 2nd medium rectangle combo \$600!
- Large rectangle \$500
- Medium rectangle 1 \$300
- Medium rectangle 4 \$200



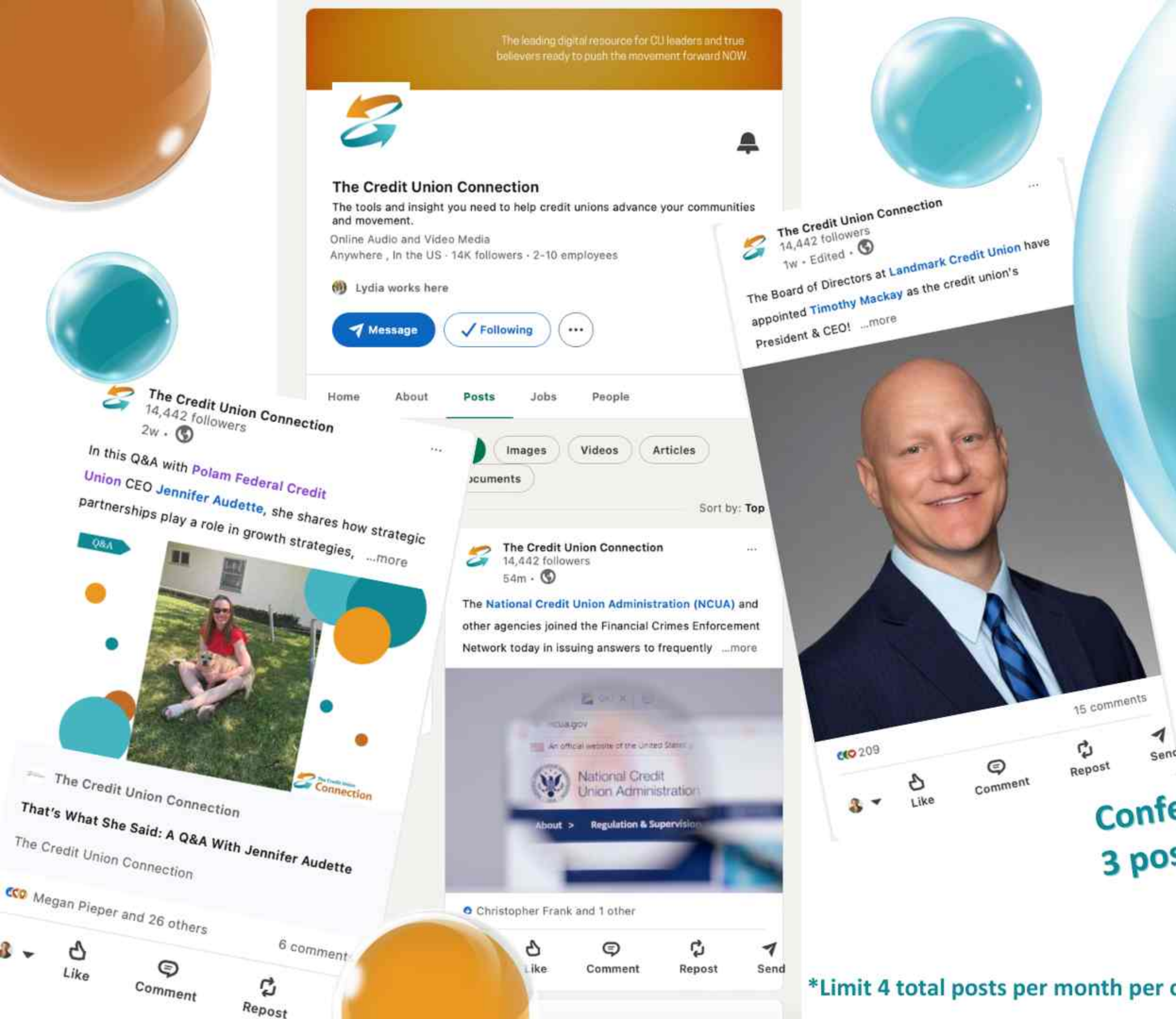
Amp Up Your Social*

You create and draft the art and text, then we share it to our thousands of engaged fans. Links welcome!
2 posts just \$100

Conference Season Special!
3 posts during any conference \$150!



*Limit 4 total posts per month per client.



The slide features several decorative spheres. A large orange sphere is in the top right corner. A medium blue sphere is in the top center. A medium blue sphere is on the left side. A large orange sphere is in the bottom left corner, partially overlapping a small blue sphere.

Our **CUnning Ideas** platform attracts high-quality leads, from across a network of credit union-related websites, giving you the opportunity to connect with future clients who are interested in your products and services.

Drive Leads!

Lead Generation

1. Provide thought leadership content
2. Watch leads roll in
3. Pay only for the leads received

It's that easy!



Results: (80)

Publish Date

Search

Search By Keyword...

☐ Use Advanced Search

Companies

Select Company

[View All Companies »](#)

Topics

- ☐ Audits
- ☐ Credit and Lending
- ☐ Diversity and Inclusion
- ☐ Electronic Banking
- ☐ Executive and Director
- ☐ Marketing
- ☐ Member Benefit
- ☐ Operations
- ☐ Payments
- ☐ Policies and Procedures
- ☐ Regulatory Compliance
- ☐ Risk Management
- ☐ Technology
- ☐ Finance

WHITE PAPER

MONDAY, SEPTEMBER 30, 2024
Elan Credit Card

Unlock the Future of Payments: Transformative Technology Insights for Credit Unions

Discover the Strategies to Enhance Member Experience and Drive Growth in a Rapidly Evolving Financial Landscape

[Read More »](#)

CASE STUDY

THURSDAY, SEPTEMBER 26, 2024
Tyfone

Unlock the Future of Payments: Discover Star One's Journey with FedNow

Learn how real-time payment solutions can transform your credit union's operations and member experience.

[Read More »](#)

WHITE PAPER

WEDNESDAY, SEPTEMBER 25, 2024
Lodestar

Data Made Simple: A Credit Union's Guide to Strategic Data Management

Discover how the right data warehouse can elevate your credit union's member experience, optimize operations, and fuel long-term success.

[Read More »](#)

WHITE PAPER

WEDNESDAY, AUGUST 14, 2024
CU NextGen

Transform Your Mortgage Operations with Automation

Discover the benefits of automating mortgage processes at your credit union. From reducing errors to improving turnaround times, RPA is

[Read More »](#)

WHITE PAPER

WEDNESDAY, AUGUST 14, 2024
FI Strategies

Four Key Ways Executives Need to Support Mission, Vision, Values

Creating a strong strategic plan is important to future success but more important is having a culture properly positioned to

[Read More »](#)

WHITE PAPER

MONDAY, AUGUST 12, 2024
Constellation Digital Partners

Transform Your Credit Union with Member-Centric Design

Learn how to increase customer loyalty and reduce churn, create lasting member relationships that generate positive referrals, and build more personalized

[Read More »](#)



Custom Programs

Let's get creative together!

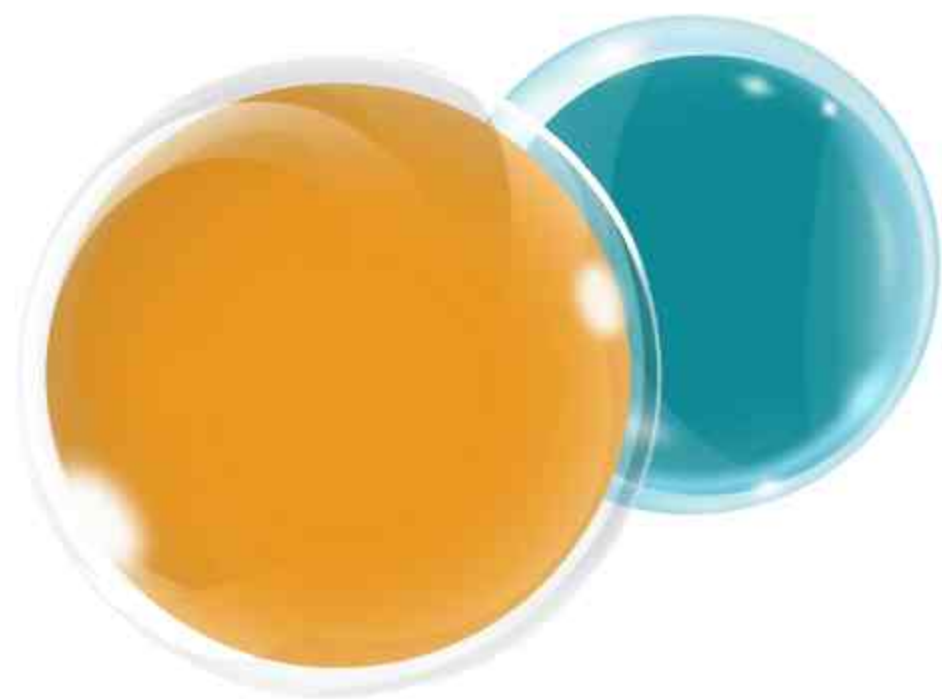
Sarah Snell Cooke, founder/CEO of **The Credit Union Connection**, is a veteran of credit union B2B publishing, advertising and content marketing. If you would like assistance creating the best program for your brand, please don't hesitate to reach out.

sarah@thecreditunionconnection.com



Ad Specs

- Leaderboard: 728x90 px jpg or png
- Medium Rectangle: 300x250 px jpg or png
- Large Rectangle: 300x600 px jpg or png
- CoBranded eBlasts: 728X300 px jpg or png,
~150 words, Call to Action for button hex and link
- LinkedIn posts: 1080X1080 or 1,200X627 px jpg or png,
text and optional link and hashtags
- Newsletter text ads: ~80 words
- Interstitial: 480x320 px or 320X480 px



**Coming in
2026!**

➤ Speakers' Bureau

➤ Meetings and Educational Sessions IRL

