

2008 EDITORIAL CALENDAR



January – Lending Issue (Traditional Loans, Automotive Loans, Direct Lending, Leasing, Repos/Remarketing)

Bonus: AdQ Study...discover how effective your ads are with our audience.

February – Technology Issue (Integration, Customization, Networking, Open Standards)

Plus Special Pre-CUNA GAC mailing to all CU attendees.

March – Plastic Issue (In-House vs. Outsourced, Debit, Prepaid/Gift Cards, Rewards Programs) **GAC Bonus: blanket HOTEL distribution at the show.**

April – Human Resource Issue (Recruitment Agencies, Bonding/Background Checks, Benefits, Compensation)

May – Member Business Services Issue (Deposit Services, CUSOs, Niche Lending, SBA and other New Business Opportunities.)

June – The Security Issue (Security from the inside out, includes: Internal Data Security, Third-Party Vendor, Branch Security, Biometrics)

July – Check 21 Issue (Weaning Members from Paper to Electronics, Teller Capture))

August – Finance Issue (How the shrewdest CFOs do it!)

September – Lending Issue II (Payday Loans/Alternatives, Unsecured, RV/Boat Loans, Collections)

October – Online Services (Online Banking, E-Statements, EBPP, Online Lending)

November – Health And Productivity Issue (Health Program Options, Better Program: Better Employee Attraction and Retention = Better Bottom Line.

December –Trends and Predictions Issue: (Looking ahead to 2009 in Technology, Banking, Labor, and other CU related areas.)

(Turn Page for Full Bonus Distribution Schedule)