



*League of Southeastern  
Credit Unions & Affiliates*

# 2024 MEDIA KIT

# LSCU DIGITAL & PRINT ADVERTISING OPPORTUNITIES

## LSCU INSIGHT

LSCU's premier news publication is distributed via email. Each issue contains timely and topical happenings in the League, at affiliated credit unions, within the credit union industry, in the political arena, and more. This electronic publication reaches more than 1,400 credit union staff and the number of subscribers is growing within our three state footprint (Alabama, Florida, and Georgia).

### RECTANGLE AD (2 AVAILABLE)

Rate: \$300 / 2 days per week

Specifications:

- Company URL
- Only static images will display
- 2 ads per issue
- Ad size: 750w x 150h pixels
- Resolution: 72 PPI
- File Size: Maximum of 100K
- File Type: PNG or JPEG (PNG preferred)

For availability, please email [sponsorshipandexhibits@lscu.coop](mailto:sponsorshipandexhibits@lscu.coop) **RECTANGLE AD**

### COMMON CENTS PODCAST

Common Cents is a monthly podcast that helps keep credit unions in Alabama, Florida, and Georgia up to date on LSCU's advocacy efforts and what's happening in the industry.

Rate: \$200 per ad / 12 podcasts per year

Specifications:

- Two 30 second ads per podcast (24 per year)



Giving you *insight* to the world of credit unions.

October 17, 2023

**FLORIDA ADVOCACY CONFERENCE**

1/23/24  
-1/24/24

Tallahassee, FL

**GEORGIA ADVOCACY CONFERENCE**

1/30/24  
-1/31/24

Atlanta, GA

**ALABAMA ADVOCACY CONFERENCE**

4/2/24  
-4/3/24

Montgomery, AL

**REGISTRATION OPEN**

Registration for LSCU's state advocacy conferences is now open! Join fellow credit union advocates for an impactful few days in your state capital focusing on issues that will affect you and your members. Hear directly from key state officials, state banking department representatives, and legislators. With pressing issues like interchange still very much in play, we need you to join us and make sure credit union voices are represented. Please click below for information on each conference's agenda, speakers, and to register.

[Read more](#)



**TRU TREASURY**

Tru Treasury's purpose is to provide credit unions with the treasury management expertise such as treasury management consulting, program management, treasury solutions and merchant services to increase revenue as well as attract and retain business members.



**Register Today for the 2023 Credit Union Bowl-a-Palooza**

Get ready to roll for a fantastic cause at the 2023 Credit Union Bowl-a-Palooza on Thursday, November 2, 2023, from 5:00 – 9:00 p.m., at Bowlero Riverview in Birmingham, Alabama. Join other credit union members as we gear up for a strike-filled evening of fun and fundraising, supporting the Southeastern Credit Union Foundation and the Children's Miracle Network's Credit Unions for Kids Program.

[Read more](#)



**EXPERTISE AND INSIGHT FOR THE BEST OUTCOMES**

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**The Virtual Cyber Security Summit is in One Week**

It's not too late to register for the Virtual Cyber Security Summit on October 24, 2023, from 9:00 a.m. – 1:00 p.m. ET. This virtual event is designed to empower credit union employees with the essential knowledge and skills required to effectively identify, prevent, and respond to cybersecurity threats.

[Read more](#)



**Master Talent Engagement: Hiring, Developing, and Thriving**

Join CU Solutions Group on Tuesday, October 24, 2023, at 3:00 p.m. ET, for an enlightening webinar on talent management. During this webinar, you will learn how to strategically hire, develop, and engage your workforce, aligning skills with role expectations for exceptional performance. Discover the secrets to creating a dynamic, motivated team that consistently exceeds expectations.

[Read more](#)



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# EDUCATION MONTHLY

The LSCU Education Monthly email is sent at the beginning of the month, promoting upcoming LSCU educational events. Education Monthly reaches close to 800 credit union employees from CEOs to line tellers.

**SMALL RECTANGLE AD**

## RECTANGLE AD

**BIG RECTANGLE AD**

Small Rectangle Rate: \$150 per month

Big Rectangle Rate: \$250 per month

Specifications:

- Company URL
- Only static images will display
- Small Rectangle Ad size: 750w x 100h pixels
- Big Rectangle Ad size: 700w x 250h pixels
- Resolution: 72 PPI
- File Size: Maximum of 100K
- File Type: PNG or JPEG (PNG preferred)

# LSCU WEBSITE

LSCU's interactive website is your first source for credit union industry information. Website traffic is highest in the months prior to the signature events and provides a valuable opportunity to ensure that your message is seen by thousands of credit union employees.

## JOB CENTER PAGE AD

Rate: \$300 per month

Specifications:

- Company URL
- Ad size: 427w x 427h pixels
- Resolution: 72 PPI
- File Size: Maximum of 100K
- File Type: PNG or JPEG (PNG preferred)

\*Available to LSCU companies & partner companies only

**JOB CENTER PAGE AD**

# VENDOR DIRECTORY

The LSCU's Vendor Directory provides a comprehensive listing of industry-related companies, products, and services. The directory serves as a one-stop-shop for Alabama, Florida, and Georgia credit unions when looking for products and services to fit their needs. The Vendor Directory is distributed at both the Southeast Credit Union Conference and Expo (SCUCE) and the VISION Conference to more than 1,800 credit union attendees.

## BASIC COMPANY LISTING

Rate: \$300

Specifications:

- 50 word description and one product category

## ENHANCED COMPANY LISTING

Rate: \$500

Specifications:

- 100 word description and multiple product categories
- Logo included

# AD PLACEMENT OPPORTUNITIES

## FULL PAGE AD

Rate: \$750

Specifications:

- Ad Size: 8.5w x 11h inches
- Resolution: 300 DPI
- File Type: PDF OR JPEG (PDF preferred)

## HALF PAGE AD

Rate: \$400

Specifications:

- Ad Size: 8.5w x 5.5h inches
- Resolution: 300 DPI
- File Type: PDF OR JPEG (PDF preferred)

## QUARTER PAGE AD

Rate: \$250

Specifications:

- Ad Size: 4.25w x 5.5h inches
- Resolution: 300 DPI
- File Type: PDF OR JPEG (PDF preferred)

## INSIDE FRONT/BACK COVERS

Rate: \$2,500

Specifications:

- Ad Size: 8.5w x 11h inches
- Resolution: 300 DPI
- File Type: PDF OR JPEG (PDF preferred)

## PRODUCT CATEGORIES

<b>ATM MANAGED SERVICES</b> Members ATM Alliance 14	<b>DATA PROCESSING</b> CUSOUTH 10 CUSOUTH 11 Members Core Alliance 14 Sage 18 Sarah H. Moore & Associates/ CU Virtual, LLC 18	<b>DEPOSIT INSURANCE</b> Cross Share Insurance 11	<b>LEGAL SERVICES</b> Kudus Reisinger and Price, LLC 11 Sorenson Van Leuven Law Firm 18	<b>NETWORK SECURITY SERVICES</b> Absolute Financial Services, Inc. 6 Cash Transactions LLC 6 OS, Inc. 18 Sarah H. Moore & Associates/ CU Virtual, LLC 6 Warren Avenant CPAs & Advisors 19
<b>AUDIT &amp; CONSULTING</b> Absolute Financial Services, Inc. 6 Cash Transactions LLC 6 CU Audit & Compliance Group 6 Doeren Mayhew 11 Equifax 11 Neenan, Maynard, Vallez, CPAs 15 Redmond 18 Sarah H. Moore & Associates/ CU Virtual, LLC 18 Warren Avenant CPAs & Advisors 19	<b>DEFINITION</b> CUSOUTH 10 CUSOUTH 11 Members Core Alliance 14 Sage 18 Sarah H. Moore & Associates/ CU Virtual, LLC 18	<b>EFIT SERVICES</b> Allied Solutions 6 Cash Transactions, LLC 6 Deluxe 10 DDI Technology 10 REPAY 18	<b>LENDING SERVICES</b> Access Softek, Inc. 6 Allied Solutions 6 Federal Credit Union 7 Credit Union Loan Source 7 CUSOUTH 10 Doeren Mayhew 11 Landry 14 Member First Mortgage 14 REPAY 18	<b>OPERATIONAL SOLUTIONS</b> Absolute Financial Services, Inc. 6 American Share Insurance 6 Cash Transactions LLC 6 Corporate America 6 Credit Union 7 Corporate One 7 Federal Credit Union 7 CUSOUTH 10 CUSOUTH 10 Deluxe 10 Equifax 11 Growth by Design 11 Members ATM Alliance 14 Print Resources, Inc. 15 Sage Direct, Inc. 15
<b>AUTOMOBILE SOLUTIONS</b> DDI Technology 10	<b>FINANCIAL SERVICES</b> Absolute Financial Services, Inc. 6 Access Softek, Inc. 6 The Baker Group 6 Cash Transactions LLC 6 Corporate America 6 Corporate One 7 Federal Credit Union 7 CU Virtual, LLC 18 Kass Shuler, P.A., Inc. 11 Kudus Reisinger and Price, LLC 11 REPAY 11 Shared Services for Credit Unions 19	<b>FACILITY DESIGN</b> Absolute Financial Services, Inc. 6 Cash Transactions LLC 6 Design Build Solutions, Inc. 18 Redmond 18	<b>MARKETING</b> Access Softek, Inc. 6 Allied Solutions 6 Cash Transactions, LLC 6 CUSOUTH 10 CUSOUTH 10 Deluxe 10 Equifax 11 Growth by Design 11 Members ATM Alliance 14 Print Resources, Inc. 15 Sage Direct, Inc. 15	<b>PRIMARY DEPOSIT INSURANCE</b> Absolute Financial Services, Inc. 6 Cash Transactions LLC 6 Corporate America 6 Credit Union 7 Corporate One 7 Federal Credit Union 7 CUSOUTH 10 CUSOUTH 10 Deluxe 10 Equifax 11 LEVERAGE Rewards 14 Member First Mortgage 14 REPAY 18 Sarah H. Moore & Associates/ CU Virtual, LLC 18 Shared Services for Credit Unions 19 Unbu Inc. 19
<b>COLLECTIONS</b> Corporate One 7 Federal Credit Union 7 Equifax 11 Kass Shuler, P.A., Inc. 11 Kudus Reisinger and Price, LLC 11 REPAY 11 Shared Services for Credit Unions 19	<b>COMPLIANCE &amp; RISK MANAGEMENT</b> Absolute Financial Services, Inc. 6 Allied Solutions 6 Cash Transactions LLC 6 CU Audit & Compliance 6 CUNA Mutual Group 10 Doeren Mayhew 11 Equifax 11 Kudus Reisinger and Price, LLC 11 CPAs 15 PIVOT Group LLC 15 QSI, Inc. 18 Sarah H. Moore & Associates/ CU Virtual, LLC 18 Warren Avenant CPAs & Advisors 19	<b>HUMAN RESOURCES</b> Deluxe 10 LEVERAGE Benefits Group 14 Warren Avenant CPAs & Advisors 19	<b>MORTGAGE SERVICES</b> Access Softek, Inc. 6 Allied Solutions 6 Finance Authority 6 Allied Solutions 6 Common Bond Title, LLC 7 Credit Union Financial Services, LLC 7 Kass Shuler, P.A., Inc. 11 Member First Mortgage 14 myCmortgage 15	<b>MEMBER SERVICE</b> Absolute Financial Services, Inc. 6 Access Softek, Inc. 6 Cash Transactions LLC 6 Corporate America 6 Credit Union 7 Corporate One 7 Federal Credit Union 7 CUSOUTH 10 CUSOUTH 10 Deluxe 10 Equifax 11 LEVERAGE Rewards 14 Member First Mortgage 14 REPAY 18 Sarah H. Moore & Associates/ CU Virtual, LLC 18 Shared Services for Credit Unions 19 Unbu Inc. 19
<b>CYBERSECURITY</b> CUNA Mutual Group 10 Doeren Mayhew 11 PIVOT Group LLC 15	<b>INSURANCE</b> CUNA Mutual Group 10 LEVERAGE Benefits Group 14 Kass Shuler, P.A., Inc. 11	<b>LEGAL SERVICES</b> Kass Shuler, P.A., Inc. 11	<b>WELCOME TO LSCU'S VENDOR DIRECTORY - A VALUABLE RESOURCE TO ASSIST CREDIT UNION EXECUTIVES IN IDENTIFYING, LOCATING AND CONTACTING CREDIT UNION SUPPLIERS AND THEIR PRODUCTS AND SERVICES.</b>  Each product category identifies a list of suppliers. To obtain a specific company's contact information, including website, turn to the VENDOR DIRECTORY on	<b>PLEASE NOTE: LEVERAGE Preferred Partners can be easily identified by the Preferred Partner logo next to each of their listings.</b>  For more on how to become a Preferred Partner visit <a href="http://www.myLEVERAGE.com/join">www.myLEVERAGE.com/join</a> .

The deadline to become a sponsor is February 28, 2024.

For more information, contact [sponsorshipandexhibits@lscu.coop](mailto:sponsorshipandexhibits@lscu.coop).

**A**



**ABSOLUTE FINANCIAL SERVICES, INC.**  
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**B**



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**C**



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