

# The Credit Union Story Campaign Order Form

## Contact and Billing Information

First Name _____	Telephone _____
Last Name _____	Fax _____
Title _____	E-mail _____
Credit Union _____	Website _____
Main Location Address _____	# of Branches _____
_____	Branch City/Location(s) _____
_____	_____
_____	_____
City _____	State _____
Zip _____	_____

## Shipping Information

Ship my entire order to me at the following address:

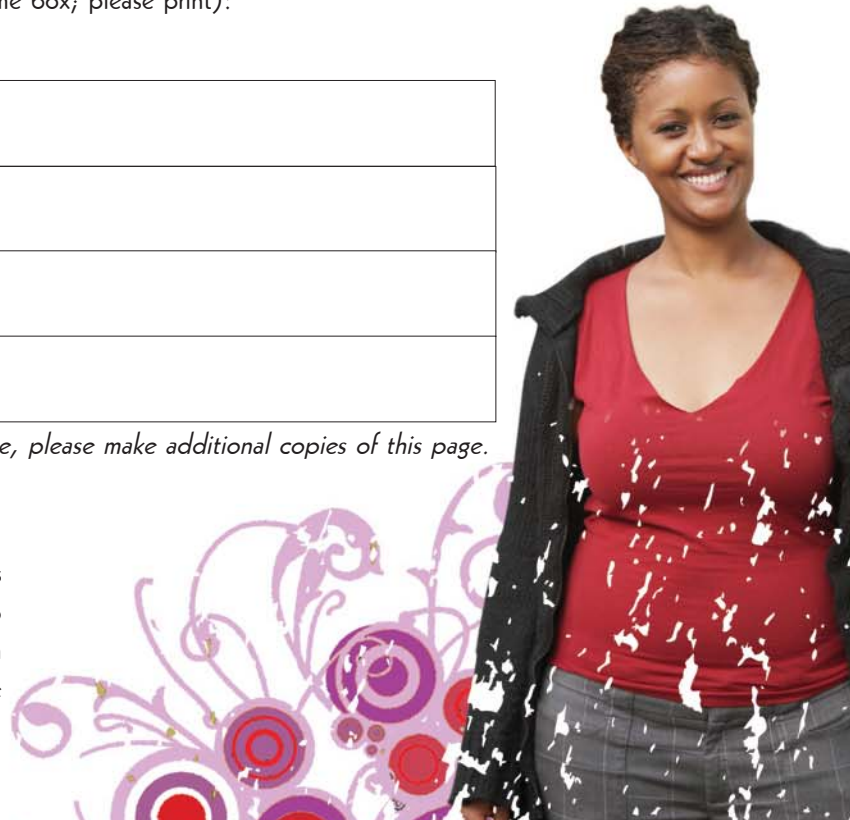
I have numerous shipping destinations. Ship the following items from my order to the following addresses (please record all items for a single address in the same box; please print):

Item(s)	Address

*If you require additional space, please make additional copies of this page.*

## Payment Information

Your credit union will be invoiced after production/fulfillment is complete. Invoices are 30 days net. Our prices include up to two proofs. If your project requires proofing in excess, an additional cost may apply and will be shared with you before proceeding.



## How to Submit your Order

### Option 1:

Fax the order/contract pages to:

The League Marketing Agency  
262/549-7722

### Option 2:

Mail/UPS/FedEx the order/contract pages to:

The League Marketing Agency  
N25 W23131 Paul Rd  
Pewaukee, WI 53072  
262/549-0200

### Option 3:

Convert the order/contract pages to an emailable format and email to:

[custory@theleague.coop](mailto:custory@theleague.coop)

Upon receiving your order in any of these formats, we will contact you to confirm receipt and begin creation of your campaign.

# Telling your Story

Please indicate the month this order should be applied to: \_\_\_\_\_

## Please circle the story you would like to appear in your campaign:

- |                                   |   |
|-----------------------------------|---|
| #1 Mortgage                       | #24 Small Business  |
| #2 Auto                           | #25 Debit Card  |
| #3 HELOC                          | #26 Credit Card   |
| #4 CU Difference                  | #27 Shared Service Centers  |
| #5 Checking                       | #28 ATM Network   |
| #6 IRA                            | #29 brass STUDENT PROGRAM   |
| #7 Savings                        | #30 Online Loan Application   |
| #8 Online Account Access          | #31 Money Market  |
| #9 Certificate                    | #32 REAL Solutions  |
| #10 Student/Youth                 | #33 COOL Solutions  |
| #11 Small Loans/Payday            | #34 Student Loans   |
| #12 Identity Theft                | #35 Children's Miracle Network  |
| #13 Online bill pay               | #36 Free Tax Preparation Assistance   |
| #14 Holiday Club                  | #37 Money Smart Week  |
| #15 Impressive Loan Service       | #38 Financial Education/Workshops   |
| #16 Impressive Front-Line Service | #39 Social Responsibility   |
| #17 E-Statements                  | #40 I'm up for the challenge - I'm writing my own story! Submit your story (or stories if you've opted for Continue My Story) via email to <a href="mailto:custory@theleague.coop">custory@theleague.coop</a> . <b>Limit to 75 words.</b> |
| #18 Small Business Loans          |   |
| #19 Deposit—Rate Commentary       |   |
| #20 Loans—Rate Commentary         |   |
| #21 Fee Commentary                |   |
| #22 Brand                         |   |
| #23 Vacation Club                 |   |

## What promotion, special, or information should appear along side the story on your material?

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If you would like your credit union logo to appear please send full color vector artwork to [custory@theleague.coop](mailto:custory@theleague.coop). Please include any necessary disclosure information. It is **not** necessary to send the NCUA or Equal Housing/Opportunity logos.

## Mail List Information *(for direct mail campaign materials)*

Choose all that apply to your order. If you will be adding your mail list on your own, do not select any of the options.

Check here for the League Marketing Agency to research and quote a mailing list for your campaign. We can obtain lists nationwide with many demographic variables.

Please provide a description of the general demographics you are seeking. We will do our best to match demographics to the number of mailed pieces you have ordered. In any event, we will be in contact with you before proceeding:

Check here if you are sending a mailing list to us. We will prep and mail your postcards for you at a reasonable cost (we will provide a quote at your request). Please indicate the number of individuals on your list: \_\_\_\_\_.

Please indicate how you will send your list (circle):

Secure Email (we recommend [securedemail.com](http://securedemail.com))     Snail Mail a CD     Other method: \_\_\_\_\_

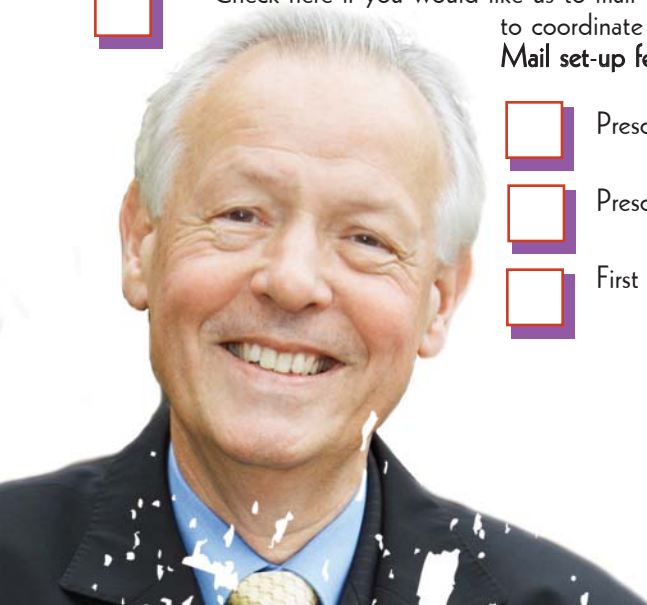
**Initial here** to confirm you have permission to use this mailing list for these purposes \_\_\_\_\_  
Our Privacy Policy can be found on the back of the Order Worksheet.

## Mailing & Postage Information

Check here if you will arrange your own mailing and want mail-ready items to be shipped as indicated under Shipping

Check here if you would like us to mail your direct mail materials. If you have elected for the League Marketing Agency to coordinate your mailing, please choose the postage option that best suits your needs below. **Mail set-up fees will apply (sorting, ink jetting addresses, etc) in addition to postage.**

- Presort Standard @ 21.8¢-25.2¢ depending on weight and zip code sorting
- Presort First Class @ 31.2¢-36¢ depending on weight and zip code sorting
- First Class @ 41¢ each



# The Credit Union Story Order Worksheet

Choose a Package			
Package Name	Package Contents	Pricing	Subtotal
The Parable	1000 direct mail postcards, 5000 statement inserts, 5 lobby posters, 3 standard and 2 large window clings, 5 table toppers, Newsletter article and artwork, and Web banner	\$1,350.00	
The Essay	2500 direct mail postcards, 10,000 statement inserts, 10 lobby posters, 6 standard and 4 large window clings, 10 table toppers, 1 hanging banner, Newsletter article and artwork, Web banner, Radio ad script, and Newspaper artwork	\$3,500.00	
The Short Story	5000 direct mail postcards, 20,000 statement inserts, 25 lobby posters, 8 standard and 5 large window clings, 20 table toppers, 3 hanging banners, Newsletter article and artwork, Web banner, Radio ad script, Newspaper artwork, and Outdoor artwork	\$4,800.00	
The Novel	10,000 direct mail postcards, 50,000 statement inserts, 50 lobby posters, 12 standard and 8 large window clings, 30 table toppers, 5 hanging banners, Newsletter article and artwork, Web banner, Radio ad script, Newspaper artwork, and Outdoor artwork	\$8,500.00	
The Epic	15,000 direct mail postcards, 100,000 statement inserts, 100 lobby posters, 15 standard and 10 large window clings, 40 table toppers, 8 hanging banners, Newsletter article and artwork, Web banner, Radio ad script, Newspaper artwork, and Outdoor artwork	\$12,000.00	
The DIY Handbook	Access to all print-based design files	\$3,500.00	

Or Add Materials Ala Carte				
Campaign Piece	Specifications	Quantity	Pricing	Subtotal
Brochure	Full Color, 3 panel, 2-sided, 8.5"x11" tri-folded. Many customization options---we will build your brochure "from scratch."		1000	35¢ ea.
			2500	31¢ ea.
			5000	26¢ ea.
			10,000	21¢ ea.
			20,000	16¢ ea.
		<i>Minimum 1000; multiples of 100</i>		
Direct Mail Postcard	Full Color, 2-sided, 5.5"x 8.5"		1000	25¢ ea.
			2500	21¢ ea.
			5000	18¢ ea.
			10,000	15¢ ea.
			20,000	12¢ ea.
		<i>Minimum 1000; multiples of 100</i>		
Statement Insert	2-sided, full-color w/black imprint, 3"x 8"		1000	20¢ ea.
			2500	16¢ ea.
			5000	13¢ ea.
			10,000	10¢ ea.
			20,000	07¢ ea.
		<i>Minimum 1000; multiples of 100</i>		
Poster	1-sided, full-color, 8.5"x 11" <i>Larger sizes available upon request.</i>		5	\$4.50 ea.
			10	\$4.00 ea.
			20	\$3.50 ea.
			50	\$2.75 ea.
				<i>Minimum 5</i>
Window Cling	Full color. Standard: 12"x 12" or Large: 36"x 36"		Standard: \$40 ea. Large: \$75 ea.	
Table Topper	Full color on 1 side w/standing base, 11"x 14"		\$35 ea.	
Hanging Banner	6' w x 3' h, 13 oz vinyl, full-color, hemmed w/8 grommets		\$150 ea.	
Snapquik™ Banner	For use with Snapquik™ banner frame. 16"x 44" full-color		1	\$89.00 ea.
			5	\$79.00 ea.
			10	\$69.00 ea.
Newspaper Ad	Size customized to your specs. B&W, spot, or full color.		\$300 ea.	
Outdoor Artwork	Applies to any outdoor media. Size customized to your specs. Template from outdoor company may be requested.		\$450 ea.	
Newsletter Article/Art	Newsletter article w/matching art		\$50	
Web Banner	Full color web-resolution jpeg		Free with order	
Radio Script	Dynamic 60 second spot script.		\$300	

S/H

*Varies based on weight, destination, and speed*

**Total**

*Your credit union will be invoiced for the balance.*