

July 2007

CREDIT UNION PUBLIC EDUCATION CAMPAIGN MATERIALS AVAILABLE

We are pleased to make the public education campaign available to you at reasonable cost, in a format that best meets your needs. When tested in six cities in 1998, this campaign was very successful in raising public awareness of the credit union difference. Campaign materials include posters, brochures, newspaper ads, magazine ads, television ads and a series of three radio ads.

This public education campaign is an important first step in building our national brand. Before people will embrace the credit union brand proposition, they first have to understand the credit union difference. For this reason, running the public education campaign is a recommended strategy for building awareness and understanding of credit unions in advance of using the National Credit Union Brand Campaign “Comfort Zone” advertising materials. The Brand Campaign will help all credit union organizations leverage their individual brands by building, over time, a credit union mega-brand across the country.

The public education campaign materials are ready to be used when your league or credit union identification information has been added. To ensure best results, we recommend that you do not make any other alterations.

We can provide a complete package of public education advertising materials, or you can order only those media you are interested in. The ads will come to you as digital files on CD (print), BETA dub (TV) or DAT (radio), ready for customization by your local production supplier to add your identity and message. Alternatively, we can customize advertising materials to your order upon your request and approval of a production quote. **Please allow seven days for processing and shipping from the date of receipt of your order for either package.** To expedite your order, please fax or mail the two-page order form directly to Malahat Group International at the address on the bottom of the form.

To help you make the best choice of packages, we have attached a description of all campaign elements, including technical specifications on how they will be provided. This will allow you to determine the suppliers, production processes, time, and costs that would be required to do your own customizing.

We look forward to working with you to launch this public education campaign, and hope it proves as successful for you as it did in the pilot tests. We are committed to providing you quality support services to help you realize this success, and welcome your feedback on your experience with this campaign and its results.

CREDIT UNION PUBLIC EDUCATION CAMPAIGN

Package Specifications and Options

STANDARD PACKAGE—Materials Requiring Customization

This package includes campaign elements that you can customize with your identification information, using your own suppliers. *These materials are not ready for use by printers and media.* Television commercials, supplied on BETA SP, will require both audio and video customization in two places. Radio commercials, supplied on DAT, will require audio customization. Print advertising and collateral are provided on a CD-ROM as Macintosh Adobe Indesign™ files. Using compatible hardware and software systems, the files can be opened and tagged with your identification information. Typefaces and graphics will reproduce faithfully in compatible systems where the correct software and fonts are available.

Technical requirements for the systems on which customizing of print advertising will be done are:

- **Macintosh platform**, or file conversion capabilities to other operating systems.
- **Adobe Indesign™** software, or file conversion capabilities to other page layout programs.
- **Adobe™ “Meta” font family** (*Note: copyright and licensing restrictions do not permit original fonts to be provided with the advertising files. If the system on which customizing is to be done does not have these fonts, the system will substitute a default typeface, altering both the look of the type and often the overall layout and fit of design elements.*)

CUSTOMIZED PACKAGE—Tagged-to-Order Materials

This package includes all (or your selection of) campaign elements, customized with your identity and information, in a format that is ready for use by printers and media. Print advertising and collateral files are supplied on CD-ROM in a prepress-ready PDF format (a universally readable file format), and are not alterable. All typefaces and graphics will reproduce faithfully, and the files meet the requirements of printers, newspapers and other media. Television commercials are supplied on BETA SP. Radio commercials are supplied in DAT format. **Please provide details on customization required. Costs will be quoted on a case-by-case basis.**

CONVERSION PACKAGE—For Users of Other Software and Hardware

It is possible that Standard Package files for print advertising and collateral materials *may* be converted into alternative formats that suit your particular technical requirements. Please provide details on the hardware and software formats that you need. Your request will be evaluated to determine whether the files can be successfully converted to your format. Costs will be quoted on a case-by-case basis.

LIMITATIONS ON USE OF ADVERTISING MATERIALS

There is no limit on the use of print advertising and print collateral materials. There is no limit on the use of television or radio commercials through **December 31, 2007.**

CREDIT UNION PUBLIC EDUCATION CAMPAIGN

Price List

<i>Campaign Element</i>	<i>Description</i>	<i>Standard Package Price</i>
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Posters	3 posters; 24"x 36"; 2-color; formatted for litho, silkscreen or color digital output; total files: 9	
Brochure	1 brochure; 9"x 12" folding to 4"x 9"; 2-color; formatted for litho; total files: 1	
PRINT COLLATERAL PACKAGE:		\$450
posters/brochure files requiring customization		

Newspaper ads	4 ads (1 large space, 3 small space); sized in Standard Advertising Units for broadsheet and tab newspaper formats; black & white; total files: 8	
Magazine ads	3 ads, each formatted in two ways: 1) for black & white reproduction in small space publications (e.g., <i>TV Guide</i>); 2) for full page, 4-color reproduction in standard magazine size; total files: 6	
PRINT ADVERTISING PACKAGE:		\$450
newspaper/magazine files requiring customization		

Television ads	3 - 30 second commercials on BETA SP. <i>Cost includes residuals on talent and music used in the commercials through December 31, 2007.</i>	
TELEVISION ADVERTISING PACKAGE:		\$450
BETA dub requiring customization		

Radio ads	3 - 30 second commercials on DAT. <i>Cost includes residuals on talent and music used in the commercials through December 31, 2007.</i>	
RADIO ADVERTISING PACKAGE:		\$325
DAT dub requiring customization		

**All prices are shown in U.S. dollars. Rush orders may incur additional charges. Sales taxes, if applicable, not included. Additional technical support and file conversions not included. Packages available only in the configurations shown. All regular shipping costs are included. Additional BETA SP dubs, DAT dubs or CD-ROMs are available at the additional per-copy costs shown on order form ONLY at the time of order.*

† Users will also incur direct cost with their local production supplier to customize each execution in addition to this package charge.

CREDIT UNION PUBLIC EDUCATION CAMPAIGN
Order Form, Page 1

Name of Organization _____

Billing Address _____

City/State _____ Zip Code _____

Contact _____ Phone (_____) _____

E-mail _____ Date Req'd _____

Street Address for Shipping (if different) _____

City/State _____ Zip Code _____

FOR CUSTOMIZED PACKAGE ORDERS ONLY:

To receive a quote for custom tagging of materials, please describe the customization you wish. Note that the television commercials have limited space and time for tags (3.5 seconds in the middle and end of each spot); Radio commercials can accommodate a 10-second tag in the middle. If there is difficulty accommodating your tag preferences, you will be contacted.

Graphics to be included (logo or other) _____

- Supplied as: high resolution .eps files (preferred for print)
 targa or .tif files (preferred for television)
 Macintosh PC
 repro art (b&w) with colors specified
 other _____

Copy to be included (name? 1-800#?) _____

Television ad announcer voice over to be included (3.5 sec + 3.5 sec) _____

Radio announcer voice over to be included (10 sec) _____

FOR CONVERSION PACKAGE ORDERS ONLY:

To receive a quote for conversion of graphics files for print collateral or print advertising packages only, please give details of the hardware and software specifications you wish the files to be compatible with (e.g., PC, Pagemaker, etc):

CREDIT UNION PUBLIC EDUCATION CAMPAIGN
Order Form, Page 2

Please see price list for description of packages and prices.

STANDARD PACKAGE—Materials Requiring Customization

<i>Elements ordered</i>	<i>Cost</i>	<i>Total</i>
Print Collateral Package	\$ _____	
Print Advertising Package	\$ _____	
Television Package	\$ _____	
Radio Package	\$ _____	
Additional copies of CD-ROM (for print) _____ @ \$60	\$ _____	
Additional copies of BETA dub (for TV) _____ @ \$55	\$ _____	
Additional copies of DAT dub (for radio) _____ @ \$30	\$ _____	
Total Packages		\$ _____

CUSTOMIZED PACKAGE—Tagged-to-Order Materials

<i>Elements to be customized (quoted costs)</i>	<i>Cost</i>	<i>Total</i>
Print Collateral Package	\$ _____	
Print Advertising Package	\$ _____	
Television Package	\$ _____	
Radio Package	\$ _____	
Total Customization		\$ _____

CONVERSION PACKAGE—For Users of Other Software and Hardware

<i>Elements to be converted (quoted costs)</i>	<i>Cost</i>	<i>Total</i>
Print Collateral Package	\$ _____	
Print Advertising Package	\$ _____	
Total Conversion		\$ _____

TOTAL ORDER **\$ _____**

TO PLACE YOUR ORDER, RECEIVE A QUOTE OR SEND INFORMATION AND GRAPHICS FILES FOR TAGGING:

Malahat Group Communications Ltd.
PO Box 20030
Sidney, B.C., Canada V8L 5C9
PHONE: 250-388-4575
FAX: 250-653-4420
Attn: Cheryl McBride, Production Manager
E-mail: cheryl@malahatgroup.com

An invoice will accompany your shipment. If you wish to send payment with your order, checks should be made payable (\$US) to Malahat Group Communications Ltd.