

THE BANKING BUSINESS NEWS NETWORK

Bank **BUSINESS NEWS**

Branch **BUSINESS NEWS**

Credit Union **BUSINESS NEWS**



2022-2023 MEDIA KIT

THE BANKING BUSINESS NEWS NETWORK



Banking Business *News* Network (BBNN) is a digital media platform serving the retail banking industry. BBNN is an independent publishing company that offers email blasts, websites, a podcast and custom content under three banners: *Credit Union Business News*, *Branch Business News* and *Bank Business News*.

Together they serve over 80,000+ Financial Executive Readers.

Our audience by job function:

THE BANKING BUSINESS NEWS NETWORK AUDIENCE

Credit Union BUSINESS NEWS

Job Title	Circulation
CEO/Presidents	4,653
CEO/Treasurers	4,103
COOs	2,240
Chief Tech Officers	2,450
Lending Officers	2,240
Marketing Officers	2,380
Compliance Officers	2,040
HR Officers	3,155
Collections	2,004
Total	25,265

Bank BUSINESS NEWS

Job Title	Circulation
CEO/Presidents	4,763
CEO/Treasurers	4,212
COOs	2,507
Chief Tech Officers	2,450
Lending Officers	2,612
Marketing Officers	2,380
Compliance Officers	2,040
HR Officers	3,270
Collections	2,515
Total	26,749

Branch BUSINESS NEWS

Job Title	Circulation
Branch Managers	34,561
Branch Supervisors, VP Retail, SVP	5,539
Total	40,100

Unit	Size	Weekly Rate
Top Banner	600 X 90	\$400
Square	250 X 250	\$200
Bottom Banner	600 X 90	\$200
Full Sponsorship	(all Units)	\$700

Credit Union **BUSINESS NEWS**

In-Branch Product Sales Training

600 x 90

4 Ways CU's Can Step Up and Capture "THE" Opportunity

By Nick Brown, CEO, Aducci

One of our family's all-time favorite movies is *The Sound of Music*. We make it a point every spring, preferably on a cold and rainy day, to cut up and watch the movie together. It's no wonder that as we children grew up all of the songs and quite many of the scenes were vivid. While thinking over this article, a scene from the movie came to mind which was very applicable today as we walk our way through the challenges and changes brought on by COVID-19.

This particular scene came to mind happens at the very beginning of the movie after Maria has been asked to leave the abbey to take on the challenge of starting the Von Trapp Family. This is a difficult time for Maria, and could even be considered a crisis, as her life-long dream of becoming a Nun has been put on hold and may even be in jeopardy.

As she leaves the abbey with her bag in hand and waving the crowd that not even the poor wanted, she turns to look back at the abbey and says, "When the Lord closes a door, someone is open a window."

250 x 250

For many people and businesses, COVID-19 has closed a lot of doors. For those simply waiting to learn to open back up, I fear there is not a disappointment and discouragement. The lesson we can learn from this is that while this crisis will change things that probably forever will be changed, and create a whole that we wish we had been prepared, it has provided an opportunity to rise out of a lot of good and generate a significant amount of momentum toward forward.

Right now, there are many opportunities for credit unions that exist. In fact, I believe that those of us who are taking advantage of this crisis are going to be successful. I believe that this opportunity and lesson there waiting for the door is the door. I'd like to point to an area of opportunity I now today that credit unions must be capitalizing at on a much higher level. However, before doing that, I think it's important to define what I mean by "staying in the door."

600 x 90

Credit Union **BUSINESS NEWS**

MARKETING

From the Editor:

There is a headline relationship with social media and credit unions. Social media is a powerful tool for credit unions. It is a place where you can connect with your members, your business, and your community. It is a place where you can share your story, your vision, and your values. It is a place where you can build a strong and lasting relationship with your members.

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Credit Union **BUSINESS NEWS**

LENDING

Chris Jacobs joins Arbor Financial Group of Consumer Lending

After 14 years at Arbor Financial, Mr. Jacobs, 40, announced the hiring of Chris Jacobs as the new Chief Executive Officer of Arbor Financial. Mr. Jacobs has been with Arbor Financial for 14 years, where he has been responsible for the company's lending and investment services, along with a variety of other duties. Mr. Jacobs is a graduate of the University of Michigan and has a Master's degree in Business Administration from the University of Michigan.

Mr. Jacobs, 40, has been with Arbor Financial for 14 years, where he has been responsible for the company's lending and investment services, along with a variety of other duties. Mr. Jacobs is a graduate of the University of Michigan and has a Master's degree in Business Administration from the University of Michigan.

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ARBOR

Arbor Financial is a leading provider of consumer lending services. We offer a variety of loan products, including personal loans, auto loans, and home equity loans. We are committed to providing our customers with the best possible service and the most competitive rates.

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Contact Tim O'Hara: tim@cubusiness.com

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BBNN WEBSITES

Banking Business *News* Network is the all-digital, all-business resource for banks. Our sites offer current news and tips, plus an archive and library for credit union and bank executives and professionals.



Position	Type	Size pixels
Next to Logo	Rectangle	640*117
Below Logo	Rectangle	1500*218
Next to Operations Category	Square	300*300
Next to Lending Category - 1	Square	300*300
Next to Lending Category - 2	Square	300*300
Next to Marketing Category - 1	Square	300*300
Footer	Rectangle	300*170
Post Ad 1	Rectangle	250*400
Post Ad 1	Rectangle	250*400

Position	Type	Size pixels
Next to Logo	Rectangle	510*93
Above Marketing Category	Square	300*300
Below Compliance Category	Square	300*300
Above Technnnology Category	Rectangle	1290*360
Above Latest Category	Rectangle	1290*360
Footer	Rectangle	300*170

Position	Type	Size pixels
Next to Logo	Rectangle	640*117
Below Editor Picks	Square	300*300
Below Collections Category	Square	300*300
Above Recent News	Square	300*300
Footer	Rectangle	300*170

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