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“Dealer Specials” CUDC Advertising Opportunities for Partners

Website Advertising for Dealer Partners:

CU Direct Connect (CUDC) is refreshing our brand and online marketing and would like to offer advertising and promotional opportunities to dealers through the NEW CUDC website launching early January 2014.

These advertising opportunities are for current Auto Dealer Partners in the CUDC program at no charge to you at this time. At some point, CUDC will develop a tiered offering with various levels of promotion ranging from free to a small paid fee depending on placement, traffic and ad frequency. The new website will include three new features to support the promotion of our dealer partners:

1. **Search:** Enhanced search functionality will enable site visitors to find dealers based on location and the “make” of vehicles offered. This upgrade will also include a Google Maps presentation of the data so visitors may find dealers in specific locations.
2. **Banner Advertising:** Leaderboards will be available on various site pages targeted specifically at consumers. Ads placed in leaderboards should focus on large “Car Sales”, special limited time promotions or other value-add offers created exclusively for the CUDC program. Banner advertising will be provided on a first-come first-served basis and placed on our home page, consumer home and dealer specials pages.
3. **Coupons:** Coupon ads are available to all participating CUDC dealers. Coupons submitted by dealers will include the artwork presented on the page as well as a printable PDF for additional information and disclaimers. Consumers can print or show the coupon via a smart phone at the dealership for redemption. All dealers will be able to post two coupons, one for Sales, Service, and a Test Drive offer which will remain FREE while participating in the CUDC program. Additional coupons beyond the two per dealership may become fee-based at a later time.

Please Note: Dealers submitting ads or coupons for the new CUDC website **WILL NOT** be charged any fees. Once CUDC has assessed site traffic and the value of this new functionality for our dealers we will determine any fee structures and provide an advertising agreement to dealers to “opt-in” for fee based marketing at a later time. Currently everything offered for the CUDC website launch is 100% free.

Social Media Marketing Opportunities for Dealer Partners:

CUDC currently has four social media pages designed to provide more exposure for our program. CUDC would like to cross promote sales, specials or new promotions with all of our partners. Be sure to follow us online and email mmarrier@cudc.org to discuss large promotions or events you would like to advertise on our sites in addition to the general “like/share/re-tweet” features inherent to the sites.

All leaderboard ads placed on the CUDC site will automatically be promoted on all of our social media sites at no charge. Dealers interested in “paying for social media post promotions” can contact CUDC as fees will be based on targeted audience or area covered.

Please be sure to follow [CU Direct Connect](#) online:



Content Requirements and Specifications:

The New “Dealer Specials” Page Layout:

- Leaderboard Ad Example
- Coupon Ad Examples
- Printable Coupon Example
(Appears when you click an ad)



Live Dealer Specials can be found here: <http://www.cudirectconnect.com/for-consumers/car-buying-resource-center/dealer-specials>

Dealer Search Specifications:

Dealers who wish to enhance their presence on the CUDC website may provide additional information that will appear in the site search. Please submit a high-resolution version of your logo to mmarrier@cudc.org. Please see the Advertising Request Form for complete details.

Ad/Artwork Specifications:

All artwork should be submitted in jpg, png, or gif format. No flash elements will be supported. Please format all web-based marketing materials in 72 dpi or higher and printable coupons are pre-set at 300 dpi.

- Leaderboard: 566x163
- Coupons: 222x210
- Printable Coupon: Word Template Provided by CUDC

If you do not have staff to support ad creation, CUDC can help you design Leaderboards and Coupons for a small fee of \$100 each (coupon includes online and printable version). Please indicate on your sign-up form if you will be submitting final art or will require CUDC design services.

Online Advertising Request Form

Dealer Website Search Details:

Please provide information regarding your dealership exactly how you wish for it to appear on the new CUDC website when a consumer searches for dealerships.

Dealership Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____

Website: _____ Email Address: _____

Phone: _____

25 Word Business Description: _____

Coupons and Ads:

Dealership will submit the following coupons for the CUDC website:

Sales Coupon Service Coupon Test Drive Offer Leaderboard Ad

Do coupons have an expiration date? Yes / No _____

If so, please indicate when they will need to be removed from the website.

The leaderboard ad should run during the following date range: _____

Please note that leaderboard ads will be placed on a first-come, first-served basis. Before creating artwork for this ad space please email Marsha at CUDC (mmarrier@cudc.org) to ensure space is available if you have a time-sensitive ad.

Artwork:

Dealer will submit final art Dealer requests CUDC design services, please contact
*CUDC charges a \$100 fee for the development of online ads and coupons.
Please contact Marsha Marrier for complete details.*

Authorized Dealer Signature: _____ Date: _____

Printed Name: _____

Please email this signed form and a high-resolution logo to Marsha Marrier at mmarrier@cudc.org. If you would like to submit a testimonial regarding the benefits of your business relationship with CUDC please visit: <https://www.surveymonkey.com/s/CUDC-Testimonial>