

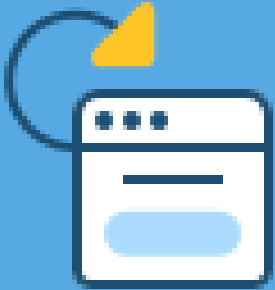


# World Council

## World Council of Credit Unions Advertising Opportunities

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### Overview

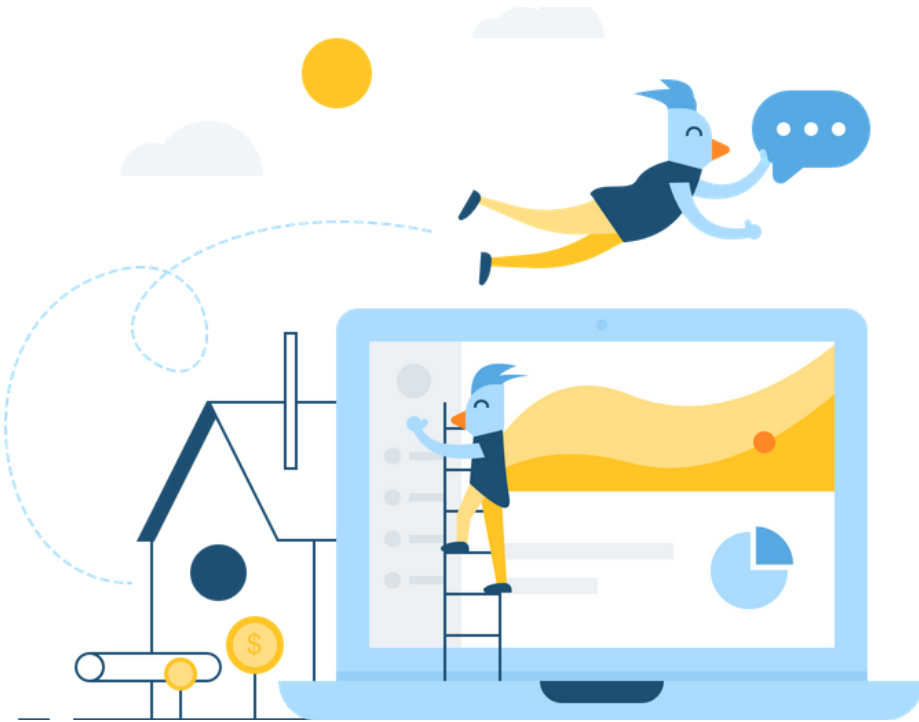


World Council of Credit Unions is the global trade association and development platform for credit unions. The World Council engages in advocacy, development and education to champion and grow credit unions and cooperative finance worldwide. We know our annual conference is important to you and your business. As we've pivoted to a virtual platform this year, we want to share an opportunity to reach our online audiences through digital sponsorship.



**World Council**

Partnered with



# THE POWER OF RETARGETING

Guaranteed digital reach with  
every attendee & website visitor

INTELLIGENT MARKETING STARTS HERE

# Access World Council's Audience

## WORLD COUNCIL MEMBERSHIP

**86,055**

Credit Unions

**118**

Countries

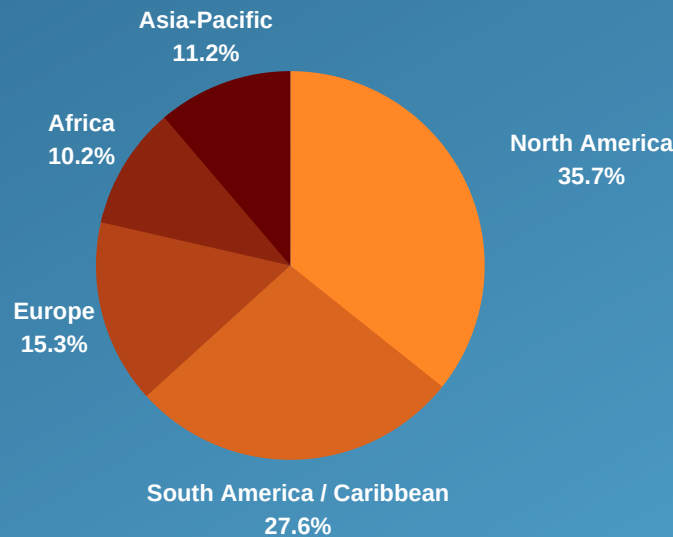


**291,432,972**

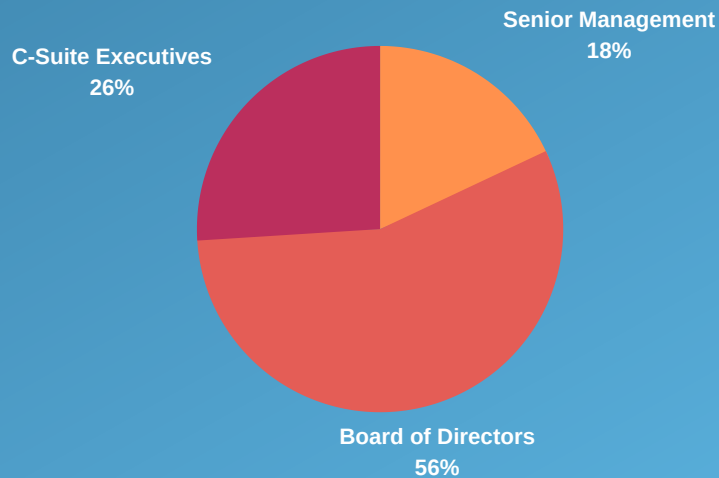
Members

From around  
the world

## WORLD CREDIT UNION CONFERENCE ATTENDEES AT A GLANCE



## BREAKDOWN BY TITLE



Digital advertising opportunities allow you access to World Council's membership base as well as website traffic of the World Credit Union Conference, the premier global event for credit union professionals.



**38%** of attendees have a credit union asset size over \$1 Billion USD



**65%** of attendees are from developed credit union movements

## Why Retargeting?

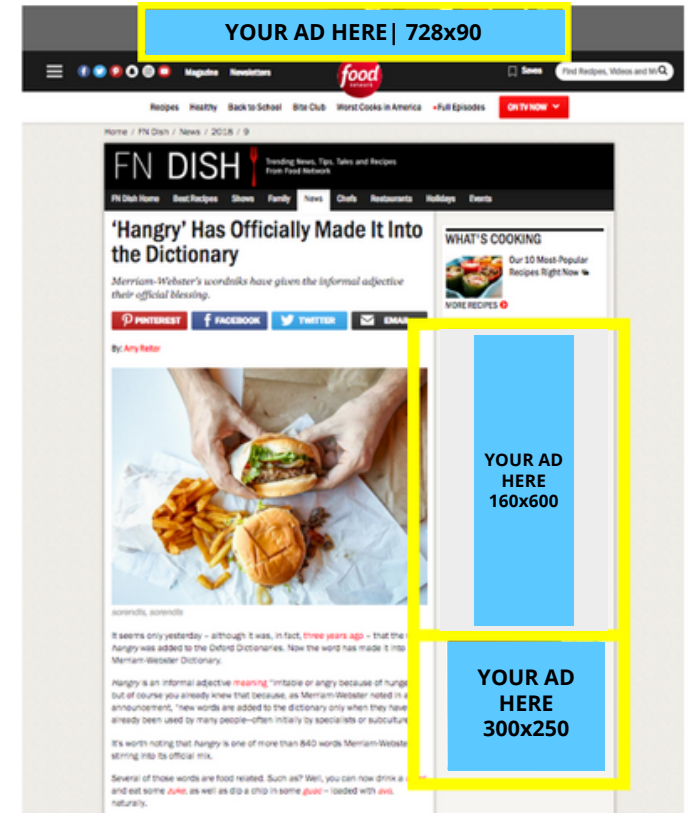
Our audience becomes your audience with retargeting. Get exclusive direct access to World Council's website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

## Quality Targeting

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with World Council's uniquely qualified audience that will showcase your business to those who need you the most.

### CHOOSE YOUR REACH & DURATION:

Package	Price	Duration	# of Impressions
Silver	\$2,500	1 Month	30,000
Gold	\$5,000	3 Months	70,000
Platinum	\$7,500	6 Months	100,000



# Quantifiable Results with:



Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

