

***Denali Alaskan Federal Credit Union Guidelines***  
**Inserting Advertising Fliers into Denali Alaskan Statement Mailings to Members**

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- 1) The company inserting the advertising message must be a Select Employer Group (SEG) of the Credit Union, or related to a SEG group (as a subsidiary, for example).
- 2) The advertising material must offer an *exclusive* deal or offer for Denali Alaskan members. If the offering is no different than what a company regularly offers its customers, it will not be accepted. Special event advertising will be accepted if the event is organized by a SEG or an affiliated company.
- 3) The deadline for submitting the completed statement stuffers to the mailing house is the 29<sup>th</sup> of the preceding month. Material must be delivered to:  
Alaska Laser Printing & Mailing Service  
165 E. 56<sup>th</sup> Avenue, Suite 1  
Anchorage, AK 99518
- 4) All material must be submitted to Denali Alaskan for approval prior to distribution. Denali Alaskan reserves the right to reject any advertising insert. Denali Alaskan will not accept any political messages or messages requesting donations of members.
- 5) Vendors must include the following “non-endorsement” clause into the printed inserts going to Denali Alaskan members: *Denali Alaskan Federal Credit Union makes no representations or warranties of any kind, express or implied, as to the operation of the site or the information, content, materials or products included on this site.*
- 6) Denali Alaskan does not accept any additional marketing responsibilities other than inserting the material into the statement mailings.
- 7) No more than one external advertising message will be accepted by Denali Alaskan per month. Denali Alaskan may include its own promotional messages into the statement mailings.
- 8) The cost for inserting the advertising material is \$.05 per statement; Denali Alaskan will bill the company inserting the mailing after the distribution amount has been determined. An invoice will be sent shortly after the statements are sent to members; payment is due to Denali Alaskan within a month of receiving the invoice.
- 9) Quantity:
  - 19,000 inserts for “regular” statements
  - 38,000 inserts for quarterly statements (mailed in January, April, July, October)
- 10) Printing specifications:
  - Minimum stock size 3” x 5<sup>1/2</sup>,”
  - Maximum stock size 3<sup>2/3</sup>” x 8<sup>1/2</sup>,”
  - Minimum weight 20lb.
  - Maximum weight 67lb. index or 90 lb. xerographic
- 10) Additional:
  - Printed material should be well dried with no talcum powder, etc. The surface of the material should not be coarse or abrasive. (a smooth finish feeds faster and more reliably)
  - Folded inserts should be in a “C” *fold*. A “Z” fold should never be used for automated inserting.
  - If the material is not printed to specifications, and therefore unable to be inserted into the statement, it will not be included.
  - The company inserting the material is responsible for picking up left-over material from the mailing house. If it is not picked up within a week after the scheduled mailing date, the material will be thrown away.
- 11) Requests for inserting advertising messages should be sent to:

Keith Fernandez, Marketing Director	Eileen Thompson, Marketing/Business Dev. Manager
PHONE: 907/257-7213	PHONE: 907/257-7245
FAX: 907/257-7285	FAX: 907/257-7285
E-MAIL: <a href="mailto:keithf@denalifcu.com">keithf@denalifcu.com</a>	E-MAIL: <a href="mailto:eileent@denalifcu.com">eileent@denalifcu.com</a>