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PRESS RELEASE

For Immediate Release: September 9th, 2024

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Callahan & Associates' Announces New 2025 CreditUnions.com Media Kit

WASHINGTON D.C – Callahan & Associates, a trusted leader in the credit union industry for nearly 40 years, is pleased to announce the release of its [2025 Media Kit](#). This package provides suppliers with strategic opportunities to showcase their products and services on CreditUnions.com, positioning their brand as a trusted provider within the credit union space.

As the credit union company, Callahan & Associates is dedicated to helping credit unions make informed, strategic decisions that drive long-term success. By offering access to exclusive industry data, fostering collaborative networks, and delivering thought-provoking content, CreditUnions.com goes beyond traditional reporting to inspire credit union leaders to become catalysts for prosperity in their communities.

This mission-driven approach distinguishes CreditUnions.com as an invaluable resource for both credit unions and suppliers alike.

“For over four decades, our mission has been to help credit unions grow and thrive by providing the resources and connections they need to make informed decisions,” says Tim Taylor, VP of Advisory Services at Callahan & Associates. *“The 2025 Media Kit enables us to offer more effective opportunities for suppliers, helping them reach engaged audiences of credit union leaders at exactly the right time.”*

The [2025 Media Kit](#) offers a variety of opportunities designed to help suppliers achieve their goals, including:

- **Brand Awareness:** Increased visibility with display ads, promoted content, event sponsorship opportunities, and more.
- **Thought Leadership:** Amplifying unique perspectives and innovative ideas through white papers, case studies, participation in Innovation Series, and more.
- **Lead Generation:** Opportunities to connect with over 20,000 industry leaders through eblasts, sponsored webinars, and more to meet business objectives.

By leveraging CreditUnions.com, suppliers can effectively position themselves as leaders in the credit union space and align their brand with an audience seeking innovation and strategic solutions.

To learn more about the advertising opportunities available and how Callahan & Associates can help you achieve your marketing goals in 2025, [download the 2025 Media Kit today](#).

About Callahan & Associates

For nearly 40 years, Callahan & Associates has been instrumental in guiding credit union leaders to make informed strategic decisions to ensure their long-term relevance. They accomplish this by helping credit unions measure performance, identify strategic opportunities, and build collaborative networks, all through a mission-focused lens. Learn more at www.callahan.com.