

PRESS RELEASE

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Callahan & Associates' Announces New 2026 CreditUnions.com Media Kit

Washington, DC – Callahan & Associates, a trusted leader in the credit union industry for nearly 40 years, is pleased to announce the release of its **2026 Media Kit**. The kit highlights targeted advertising and sponsorship opportunities on CreditUnions.com, giving suppliers an effective way to elevate their visibility and position themselves as credible partners to credit unions nationwide.

As credit unions adapt in a rapidly changing environment, its critical suppliers bring forth innovative solutions,” said **Tim Taylor, Senior Vice President at Callahan & Associates**. “That’s why securing the right opportunities early is so important. With 50% of ad placements booked by the first quarter last year, acting now helps suppliers align their strategy and stand out to decision-makers.

The **2026 Media Kit** outlines a range of opportunities tailored to supplier goals, including:

- **Brand Awareness:** Consistent exposure through display ads, sponsored content, and event sponsorships.
- **Thought Leadership:** Platforms to share insights through case studies, white papers, Innovation Series participation, and more.
- **Lead Generation:** Direct connections with **35,000 +** engaged industry professionals through eblasts, webinars, and other channels.

Popular options for the 2026 kit include sponsorship of Callahan’s **Trendwatch webinars**, which draw more than 1,800 industry leaders each year, as well as **Theme Weeks**.

The **2026 Media Kit** is available now, and suppliers are encouraged to review it early to secure premium opportunities before they sell out.

[Download the 2026 Media Kit](#)

About Callahan & Associates

For nearly 40 years, Callahan & Associates has been instrumental in guiding credit union leaders to make informed strategic decisions for ensuring their long-term relevance. We 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.