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**2021 CUES Supplier Planning Guide Now Available, offering New Digital Advertising Opportunities**  
MADISON, Wis. – The [2021 CUES Supplier Planning Guide](#) is now available to download.

“Suppliers tell us the CUES Supplier Planning Guide is their first step in developing their advertising and sponsorship efforts for the upcoming year,” said Kari Sweeney, CUES Director of Supplier Relations. “It truly is a powerful resource, available right at their fingertips, and offering an easy, one-stop place not only to plan, but also to find new ways to reach their target markets.”

New this year, CUES is offering ad retargeting to suppliers.

“Ad retargeting is a highly robust tool, and a must in any digital advertising arsenal,” said Sweeney. “It offers a guaranteed, quantifiable reach through sustained exposure to a qualified audience. Advertisers will be able to target [cues.org](http://cues.org) and [CUmanagement.com](http://CUmanagement.com) web visitors with their digital ads when they are on other websites, covering 90% of the internet—keeping the advertiser’s name front and center.”

Also new this year, advertisers can select a splash page. Here, a banner ad will be positioned next to an inspirational or business quote on a page that leads into [CUmanagement.com](http://CUmanagement.com).

“CUES Supplier members get discounts on these and other opportunities, such as our sponsorships,” said Loriann Mancuso, CUES Supplier Relations Manager. “Members also get access to our concierge service, where we will create an entire plan based on a supplier’s budget and target audience, to help them get the best bang for their buck in reaching their target audience.”

Download the 2021 CUES Supplier Planning Guide at [cues.org/SupplierGuide](http://cues.org/SupplierGuide). Learn about CUES Supplier Membership at [cues.org/SupplierMembership](http://cues.org/SupplierMembership). Learn more about CUES at [cues.org](http://cues.org).

*CUES is a Madison, Wisconsin-based, independent, not-for-profit, international membership association for credit union executives. CUES' mission is to educate and develop credit union CEOs, executives, directors and future leaders.*

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