



ADVERTISE WITH US

Mailing Address:

National Association of Mortgage Underwriters® (NAMU®)

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NATIONAL ASSOCIATION OF MORTGAGE UNDERWRITERS (NAMU)®

Advertise With NAMU®, And Increase Your Bottom Line!

Thank you for your interest in advertising with NAMU®. Please take a moment to read how we can help you grow your business.

About NAMU®

As the voice of today's mortgage underwriter, NAMU® provides "professional development" training & certification programs nationwide. **With thousands of page views a month, NAMU®'s websites are the ideal venue to reach the key decision-makers: mortgage underwriters.**



Thought
provoking.

NAMU® provides mortgage training programs, industry events, networking opportunities, job search resources, mortgage news, Q/A forums, online webinars, and much more! On an ongoing basis, NAMU® monitors and reports on the ongoing legislative changes that may affect mortgage professionals nationwide. NAMU® also offers what mortgage underwriters in every state need most: access to resources, tools and helpful contacts.

The key benefit of advertising with NAMU® is that you can help build **brand awareness** for your company and engage key decision-makers.

The Benefits.

Here are just a few of the **benefits** you receive when advertising with NAMU®:

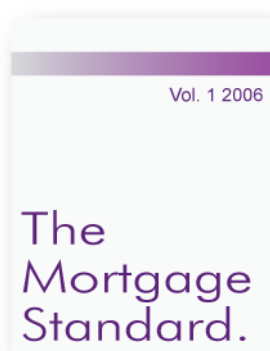
- **Reach Key Decision-Makers!** Give your product/services the best possible exposure to our NAMU® certificants. Remember, mortgage underwriters are often directly responsible for selecting which vendors to use.
- Our website is positioned to **Maximize Your Marketing Initiative** towards a core audience: mortgage underwriters.
- Place ads on our website as well as our eNewsletter for more exposure and targeting options.
- **Social Media Exposure...** NAMU® boasts **9,000+** NAMU® FaceBook Group followers, **2,700+** LinkedIn Group members, **4,000+** CampusMortgage® Instagram followers and more.
- Targeted "niche" advertising is a cost-effective option for building a new customer base and for product branding.
- Weekly e-Newsletter: **68,000+** subscribers and growing!
- **Grow With Us!** We are constantly marketing our business in new venues and untapped areas.

Learn About Our NAMU® Certificants.

As key decision-makers, our core audience is the perfect venue for vendors looking to delivery their message. NAMU® is poised to offer advertisers with prime "real estate" where product/service offerings can be highlighted. In fact, if you type in "CMMU" in LinkedIn.com, you'll see many of our certificants proudly display our certification next to their name.

Maximize Your Market Reach.

We provide you with your own listing and profile page on our website: www.Mortgage-Underwriters.org. This is an excellent way for you to advertise your services, offer discounts and really demonstrate why a mortgage underwriter should use your services... essentially, why you are better than the rest!



Double Your Exposure.

The Mortgage Standard is a weekly e-Newsletter emailed to our network of 68,000+ mortgage professionals. As an extension of our highly trafficked website, each newsletter is packed with thought-provoking articles, tips, advice and more! In addition to our website, **The Mortgage Standard** is also an ideal platform for you to advertise your product/service. This is yet another way your ad message is delivered to our core audience of mortgage underwriters, processors, loan officers, closers, post-closers, branch managers, operations staff and more.

ADVERTISING PACKAGE	\$8,500
<p>This <u>12-Month</u> NAMU® Advertising Package includes:</p> <ul style="list-style-type: none"> ▪ (52) Weeks: Full Profile Page on the NAMU® Website: www.Mortgage-Underwriters.org which is ideal for Posting Your Company Logo, Fees, Mission Statement, Introduction Video, Etc. ▪ (52) Weeks: Horizontal Banner Ad at the bottom of every page of the NAMU® website: www.Mortgage-Underwriters.org ▪ (52) Weeks: (1) Horizontal Banner Ad Insertions in our Weekly e-Newsletter: <i>The Mortgage Standard</i> (68,000+ Subscriber Base) Note: Banner Ad will be located after the Weekly Video & Weekly Article sections. ▪ 10% off all NAMU® Products/Services. 	
ADD ONS	
<ul style="list-style-type: none"> • 12-Month Advertising of The Official NAMU® Underwriter PDF Salary Guide. Advertiser to supply one page of advertising content to be inserted into guide. <i>Note: Maximum of (3) advertisers per year.</i> 	\$6,500
<ul style="list-style-type: none"> • 12-Month Advertising of the CampusMortgage® Job Search Resources PDF Guide. Advertiser to supply one page of advertising content to be inserted into guide. <i>Note: Maximum of (3) advertisers per year.</i> 	\$6,500
<ul style="list-style-type: none"> • 12-Month Advertising of the NAMU® MURI Index & Intelligence Report. <i>Note: Maximum of (3) advertisers per year.</i> 	\$6,500

Got Questions?
Call Us Today at 1-800-865-8550 Ext. 104