

RE/NEW 2020

BACK IN BUSINESS Rebuilding the Capital Region

Optimism from Top Leaders in our Region

ADVERTORIAL

Our Capital Region Leader



The security of your funds has always been our top priority, but this pandemic has affirmed that we deeply care that you and your loved ones are also safe and healthy. Since the start, our decisions have hinged on our commitment to do everything in our power to help keep you and our employees safe. That is our aim going forward as well.

As regions of New York are preparing to reopen, SEFCU has been working diligently on a phased approach designed to provide in-branch service safely for our employees and our members. Over these past months, many of you have to come to enjoy the convenience and ease of using our bank-from-home services, our Video Teller Machines, and our Member Solutions Center. We strongly encourage you to continue using these services to meet your banking needs.

While we would love to return to the normal of yesterday, for the foreseeable future, that is just not possible. We recognize that some may feel the following precautions to be unwieldy, but we ask for your patience and understanding as we abide by the following science-backed guidelines as we reopen our branches.

- To ensure social distancing, a limited number of members will be allowed inside the branch at any one time and floor markers will highlight where you can stand.
- Masks must always be worn by members and employees.
- Plexiglass on the teller line and portable sneeze guards at our Member Service Advisor stations will provide an additional protective barrier for all parties, and hand sanitizer is readily available.

We will continue to schedule in-person appointments for those who need assistance at a Member Service Advisor station. To request an appointment, please complete this branch appointment form.



Thank you for voting us

BEST LOCAL INSURANCE AGENT!

Example of placement of Feature Package within publication

SPECIAL FEATURE PACKAGE - \$3,500

10 local companies will have the opportunity to feature their CEO or Business as a "Capital Region Leader" (Limited space available)

- Full page advertorial of CEO's insights or other leader within the organization
- Full page color ad (10"x10")
- Online ads:
 - 970x250px, 728x90px, 300x250px
 - Adjacency to stories on the RENEW webpage
 - 75,000 guaranteed intent-based audience impressions
 - Advertorial added to the Times Union native

AD RESERVATION

October 9, 2020

AD MATERIALS DUE

October 12, 2020

PUBLICATION DATE

October 25, 2020



For more information, contact your Times Union Media Consultant.