



IMMEDIATE RELEASE

Association Media Partners Unveils Innovative Digital Directory for Summit Professional Networks' Credit Union Times

—New Digital Directory Model to Enhance User Experience, Drive Traffic and New Revenues —

DENVER, Colo., July 15 2014: - [Association Media Partners \(AMP\)](#), an innovative media services firm focused on driving audience and revenues for associations and corporate media companies, today announced the launch of a new, comprehensive digital directory platform for Credit Union Times, a [Summit Professional Networks](#) publication. Summit Professional Networks is the latest company to take advantage of AMP's expertise in designing digital directories that are more effective at engaging users and increasing revenues.

“We chose Association Media Partners both because they understand the markets that we focus on – the insurance, financial services and legal communities – and because they have a wealth of experience in developing digital strategies that provide more value for both users and marketers,” said [Summit CEO Steve Weitzner](#). “As a result of the positive experience working with AMP on the [Credit Union Times Marketplace Directory](#), we intend to partner with them again on additional directories.”

[Credit Union Times](#) is the nation's leading provider of independent information and analysis for credit unions. Thanks to AMP's redesign, which includes everything from the main landing page to the listing pages, the publication's new digital marketplace directory delivers an outstanding user experience with innovative search functionality and more refined search results. The invaluable, evergreen content provided through the directory's enhanced listing options will enable better decision-making about the products and services users need to run their business.

In addition, the enhanced site design and infrastructure has been optimized to improve search engine performance, which will drive more traffic to the site and improve results for companies listed in the directory. To ensure the directory information is kept up-to-date and accurate, the upgraded infrastructure also allows listed companies to update their records on an ongoing basis. With an analytics package included with premium directory listings, marketers now will be able to track the effectiveness of their listings and make real-time adjustments as needed.

AMP partner [Betsy Kominsky](#) said, “Today’s consumers – no matter the industry – expect a certain level of interactivity and sophistication when searching online for products and services. While the CU Times Marketplace Directory has served as a reliable reference tool for years, it was not providing information in an engaging and interactive way online. Now, with the revamped digital offering, CU Times will provide more key decision makers with access to a comprehensive, easily accessible guide to the credit union industry’s leading suppliers.”

"Unlike other directory models, AMP’s digital directory resides on the website of the client, and is specifically designed to drive SEO, engagement and traffic - leveraging the trend data that shows that [tools can be more valuable than content](#) when it comes to increasing users and visits. This tool helps our clients gain more traction with all their target audiences: members, subscribers, attendees, suppliers and customers" said [Joe Haddock](#), AMP CTO and digital strategist.

Association Media Partners creates revenue-generating strategies for clients, so that they can continue to invest in their mission and better serve their members, subscribers and industry suppliers. Current clients who have recognized the competitive advantage that AMP provides include the [Healthcare Information and Management Systems Society \(HIMSS\)](#), [National Stroke Association](#), and the [Institute of Real Estate Management \(IREM\)](#).

About Summit Professional Networks

Summit Professional Networks supports the growth and vitality of the insurance, financial services and legal communities by arming professionals with the knowledge and education they need to succeed at every stage of their careers. We provide face-to-face and digital events, websites, mobile sites and apps, online information services, and magazines giving professionals multi-platform access to our critical resources, including Professional Development; Education & Certification; Prospecting & Data Tools; Industry News & Analysis; Reference Tools and Services; and Community Networking Opportunities.

Using all of our resources across each community we serve, we deliver measurable ROI for our sponsors through a range of turnkey services, including Research, Content Development, Integrated Media, Creative & Design, and Lead Generation.

For more information, go to www.SummitProfessionalNetworks.com.

About Association Media Partners

Association Media Partners (AMP) serves leading associations and corporate media companies in the race for relevancy, revenue and audience growth. [A team of strategic media specialists](#) with offices in Denver, Colorado, AMP’s staff is devoted to helping clients succeed by providing new sales and media management solutions, online digital

strategies and print and distribution savings. Founded in 2012, AMP serves associations, non-profit organizations, publishers and universities. For more information, visit www.associationmediapartners.com.

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