



Blended Marketing Materials

Fiserv has developed attractive marketing materials for your blended rewards program that can be used at your branches and in the mail to promote the benefits of UChoose Rewards to your cardholders. All materials can be branded with your financial institution's logo and colors, and many have text that can be customized for your particular program. Samples of each of the materials are attached along with a price list and order form.

The required *Welcome Brochure* is available as a self-mailer or an insert. Standard customization includes Financial Institution logo, colors, and changes to bracketed text. Substitution of retailer logos may be possible; however the total number of logos should remain the same (please allow 10 extra business days for merchant approval).

Other available materials that can help you to promote your program include:

- In-branch brochures
- In-branch posters
- In-branch tent cards
- Statement inserts

All materials can be ordered using the attached form and are offered in the following formats:

- 1) Best Value:** We customize, print, and mail the Welcome Brochure self-mailer to your cardholders using your cardholder mail list (*see attached order form for detailed information*).
- 2) Customized & Printed Materials:** We provide customized, printed materials for you to mail to your cardholders (*see attached order form for detailed information*).
- 3) Customized File:** We provide a customized file in .pdf format that already includes your text, logo, and color customizations. You then have the materials printed and mailed to your cardholders.
Cost: \$500.00 each for Welcome or In-Branch brochures/inserts, \$250 each for In-Branch posters, tent cards, or statement inserts.
- 4) Artwork Only:** We provide the original artwork files to you in Adobe InDesign or Photoshop. You make changes and send to Fiserv in .pdf format to obtain final approval. You then have materials printed and mailed to your cardholders.
Cost: \$1,000

Whatever your choice, your institution will benefit from professional marketing materials that will enhance your cardholder satisfaction and attract new cardholders to your financial institution.

To order, please complete and email the attached order form to CardholderMaterials@Fiserv.com, or fax to 973-734-0398 (attn: Lori Hanna).

If you have any questions, please contact Lori Hanna at 973-451-8818.

Order Form – Blended Program Marketing Materials

New order Reorder Date requested by _____

Choose One					
Welcome Brochure – Self-Mailer (Customized & Printed)	OR	Welcome Brochure – Self-Mailer (Customized, Printed, & Mailed)		OR	Welcome Brochure – Insert (Customized & Printed)
Quantity		Quantity	Postage & Handling (per Piece)	Total Price	Quantity
Price					Price
<input type="checkbox"/> 1,000		<input type="checkbox"/> 1,000	\$0.73	\$1,857	<input type="checkbox"/> 1,000
<input type="checkbox"/> 2,000		<input type="checkbox"/> 2,000	\$0.51	\$2,278	<input type="checkbox"/> 2,000
<input type="checkbox"/> 3,000		<input type="checkbox"/> 3,000	\$0.44	\$2,629	<input type="checkbox"/> 3,000
<input type="checkbox"/> 4,000		<input type="checkbox"/> 4,000	\$0.41	\$2,949	<input type="checkbox"/> 4,000
<input type="checkbox"/> 5,000		<input type="checkbox"/> 5,000	\$0.39	\$3,275	<input type="checkbox"/> 5,000
<input type="checkbox"/> 10,000		<input type="checkbox"/> 10,000	\$0.34	\$5,045	<input type="checkbox"/> 10,000
<input type="checkbox"/> 15,000		<input type="checkbox"/> 15,000	\$0.33	\$6,905	<input type="checkbox"/> 15,000
<input type="checkbox"/> 20,000		<input type="checkbox"/> 20,000	\$0.32	\$8,790	<input type="checkbox"/> 20,000
<input type="checkbox"/> 25,000		<input type="checkbox"/> 25,000	\$0.32	\$10,500	<input type="checkbox"/> 25,000
<input type="checkbox"/> \$1,125					<input type="checkbox"/> \$1,275
<input type="checkbox"/> \$1,250					<input type="checkbox"/> \$1,325
<input type="checkbox"/> \$1,300					<input type="checkbox"/> \$1,360
<input type="checkbox"/> \$1,325					<input type="checkbox"/> \$1,400
<input type="checkbox"/> \$1,350					<input type="checkbox"/> \$1,450
<input type="checkbox"/> \$1,625					<input type="checkbox"/> \$1,700
<input type="checkbox"/> \$2,000					<input type="checkbox"/> \$1,900
<input type="checkbox"/> \$2,400					<input type="checkbox"/> \$2,150
<input type="checkbox"/> \$2,625					<input type="checkbox"/> \$2,400

In-Branch Brochure (Customized & Printed)	
Quantity	Price
<input type="checkbox"/> 1,000	\$1,060
<input type="checkbox"/> 2,000	\$1,150
<input type="checkbox"/> 3,000	\$1,170
<input type="checkbox"/> 4,000	\$1,180
<input type="checkbox"/> 5,000	\$1,190
<input type="checkbox"/> 10,000	\$1,375
<input type="checkbox"/> 15,000	\$1,690
<input type="checkbox"/> 20,000	\$1,890
<input type="checkbox"/> 25,000	\$2,090

In-Branch Poster (Customized & Printed)	
Quantity	Price
<input type="checkbox"/> 1	\$ 55
<input type="checkbox"/> 5	\$ 275
<input type="checkbox"/> 10	\$ 550
<input type="checkbox"/> 15	\$ 825
<input type="checkbox"/> 25	\$1,250
<input type="checkbox"/> 50	\$2,000
<input type="checkbox"/> 100	\$1,400
<input type="checkbox"/> 200	\$1,800
<input type="checkbox"/> 300	\$2,100

In-Branch Tent Card (Customized & Printed)	
Quantity	Price
<input type="checkbox"/> 1	\$ 13
<input type="checkbox"/> 5	\$ 65
<input type="checkbox"/> 10	\$ 130
<input type="checkbox"/> 20	\$ 260
<input type="checkbox"/> 25	\$ 325
<input type="checkbox"/> 50	\$ 550
<input type="checkbox"/> 100	\$ 650
<input type="checkbox"/> 200	\$ 900
<input type="checkbox"/> 300	\$1,050

Statement Inserts (Customized & Printed)	
Quantity	Price
<input type="checkbox"/> 1,000	\$1,050
<input type="checkbox"/> 2,000	\$1,075
<input type="checkbox"/> 3,000	\$1,090
<input type="checkbox"/> 4,000	\$1,100
<input type="checkbox"/> 5,000	\$1,105
<input type="checkbox"/> 10,000	\$1,150
<input type="checkbox"/> 15,000	\$1,225
<input type="checkbox"/> 20,000	\$1,280
<input type="checkbox"/> 25,000	\$1,350

Other quantities will be priced upon request. "Customized & Printed" materials do not include shipping charges to your location. Copy changes, other than the bracketed text contained in the pieces, will be billed at \$125.00 per hour (quoted upon request).

- Artwork Files (InDesign/Photoshop) – all marketing pieces included (\$1,000)
- Customized .pdf only – no printing (\$250 to \$500 each) – Circle the piece(s) you are ordering:
- | | | | | | |
|--------------------------|------------------------|----------------------------|--------------------------|-----------------------------|--------------------------|
| Welcome Brochure (\$500) | Welcome Insert (\$500) | In-Branch Brochure (\$500) | In-Branch Poster (\$250) | In-Branch Tent Card (\$250) | Statement Insert (\$250) |
|--------------------------|------------------------|----------------------------|--------------------------|-----------------------------|--------------------------|

BRANDING SPECIFICATIONS

Financial institution logo for materials can be (1) black and white or (2) all black, in an Illustrator (.ai or .eps) or Photoshop (.psd) file in 300-resolution format, or (3) color (Illustrator file preferred; please state PMS/CMYK colors in email). Email file and color specifications (if applicable) to CardholderMaterials@Fiserv.com.

Shipping/Handling: Standard ground shipping 2nd day Rush – additional fee will apply

Institution name _____

Shipping address _____

City, state, ZIP _____ Phone _____

Signature _____ email _____

Printed name _____ Date signed _____

Email order form to **CardholderMaterials@Fiserv.com**, or Fax to: **973-734-0398**. Questions?

Please contact Lori Hanna at **973-451-8818**.

Welcome Brochure – Blended Program

(outside)

Q&A

What is UChoose Rewards?
A rewards program where you earn points every time you use your [FI NAME] [CARD NAME] and sign for your purchases. You can also earn additional points for shopping at participating retailers with your card. Redeem your points for anything of your choice from a vast online rewards catalog.

How do I earn points?
You earn points every time you sign for your purchases and additional points for shopping at participating retailers, whether it's in-store at national or local retailers or online through www.uchooserewards.com. When shopping in-store, select credit and sign for your purchases. Your financial institution may also offer points for other financial products and services. Check with [FI NAME] for more point earning opportunities.

Where can I earn points?
Everywhere your card is accepted and you can earn additional points by shopping at participating retailers. View a complete list of participating retailers at www.uchooserewards.com.

What can I redeem my points for?
It's your choice! You can choose from millions of options, whether it's products, travel opportunities, activities, event tickets, [merchandise gift cards,] [cash,] or more!

We keep track of all the points you earn and will help you find just what you're looking for when you're ready to redeem. We even have a Wish List that will help you track when you've earned enough to redeem a specific item.

Can I share points with family members?
Yes, all cards within an account automatically earn points together. In addition, if you have multiple debit or credit accounts with [FI NAME], you can link them together to earn rewards faster.

How much does it cost to participate?
There's no cost. Membership in UChoose Rewards is absolutely free for [FI NAME] cardholders, so start shopping and earning today.

REGISTERED MAIL PERMITTED
U.S. POSTAGE AND FEES PAID 0117

565 ANY ROAD
ANYTOWN, US 10001

565 ANY ROAD
ANYTOWN, US 10001

565 ANY ROAD
ANYTOWN, US 10001

Welcome to UChoose RewardsSM

You shop.
You earn.
You choose.
It's that simple.

UChoose REWARDSSM

FI LOGO

UChoose Rewards — more options, more choices, more of what U want.

(inside)

Say goodbye to waiting forever to earn enough points to redeem. Say farewell to mediocre redemption options.

Say hello to UChoose RewardsSM — a rewards program that's based on giving you a choice — on where to shop and what to get for all the points you earn.

There's never been a better time to start using your [FI NAME] [CARD NAME] for all your day-to-day needs.

Shop In-Store or Online to Earn
Watch your points add up fast by earning several ways!

- Earn [2 pts per \$] every time you use your card and sign for your purchases.
- Plus, you'll earn additional points when you shop at retailers participating in the program.

Earn the most points in the shortest amount of time by using your card for all your shopping needs, whether in-store or online at www.uchooserewards.com.

Redeem Points for Millions of Items
Use your points to choose from a wide array of products, travel experiences and activities, event tickets, [merchandise gift cards,] [cash,] and much more!

FI LOGO

UChoose REWARDSSM

Getting exactly what you want from your rewards program is now a reality. You choose when, where, and what to shop for 365 days a year. The choices are endless.

Shop In-Store at National Retailers as well as Anywhere Your Card is Accepted.

1-800-Flowers.com **AMC THEATRES** **ANNA'S LINENS** **FiveStar**

BORDERS **OfficeMax** **Pier 1 Imports** **PIZZA HUT**

Plus, you'll find participating local retailers, such as restaurants, auto repair shops, clothing stores, and more, right in your neighborhood!

Shop Online Through www.uchooserewards.com.

Apple Store **MACYS** **BEST BUY** **BARNES & NOBLE**

BANANA REPUBLIC **Brookstone** **drugstore** **SEPHORA**

OLD NAVY **Walmart.com**

These are only a few of the participating retailers where you can earn additional points when you shop. See a complete list of participating retailers at www.uchooserewards.com. And remember, you earn points for all your signature purchases and not just at participating retailers.

Self-Mailer:

Specifications: 8.5" x 11" (two sides, tri-folded; folded size is 8.5" x 3.625")

To help you: Introduce the new UChoose Rewards program to your cardholders using this eye-catching self-mailer.

Format: - Customized, Printed & Mailed
- Customized & Printed
- Customized File
- Artwork File

Branding: Branded with your name and logo

Insert:

Specifications: 7" x 9" (two sides, tri-folded; folded size is 7" x 3")

To help you: Introduce UChoose Rewards program to your existing rewards cardholders using this insert in your statements.

Format: - Customized & Printed
- Customized File
- Artwork File

Branding: Branded with your name and logo

Note: For the insert, the center outside panel will be replaced with this image. →

You shop.
You earn.
You choose.
It's that simple.

UChoose REWARDSSM
www.uchooserewards.com

FI LOGO

In-Branch Brochure – Blended Program

(outside)

UChoose REWARDSSM

We Make it Simple to Earn and to Redeem

UChoose REWARDSSM

The Choice is Yours
Take all the points you've earned, and choose from millions of items – from brand name products to travel excursions, event tickets, and access to unique activities.

Visit www.uchooserewards.com where you'll find:

- A complete list of in-store and online-only retailers
- Access to search tools to help you find the right retailer — use keywords, categories, zip code searches, and more
- A full online catalog of redemption options
- A Wish List to track the items you really want
- Smart shopping advice so you spend your money wisely
- And much more!

You shop.
You earn.
You choose.
It's that simple.

The options are practically endless. Plus, use our Wish List to keep track of the items you're working towards. Who knew shopping and earning could be so simple?

FI LOGO

UChoose REWARDSSM

FI LOGO

Specifications: 8.5" x 11" (two sides, tri-folded)

To help you: Introduce the new UChoose Rewards program to your cardholders.

Format: - Customized & Printed
- Customized File
- Artwork File

Branding: Branded with your name and logo

(inside)

With UChoose RewardsSM, you choose where to shop and what to get for all the points you earn.

Most rewards programs have limited options on where to shop, and it takes forever for your points to accumulate.

UChoose Rewards changes all of that. You have access to hundreds of retailers where you earn big rewards, and there are millions of redemption choices!

Watch your points add up each and every time you shop with your [FI NAME] [CARD NAME]. Plus, shop at participating retailers, and watch your points add up quicker.

Earn Points At Your Favorite Retailers

Shop in-store at national retailers as well as anywhere your card is accepted.

Shop online through www.uchooserewards.com.

1-800-Flowers.com | AMC THEATRES | Apple Store | macys.com

ANNA'S LINENS | Firestone | BEST BUY | BARNES & NOBLE

BORDERS | OfficeMax | BANANA REPUBLIC | Brookstone

Macys | PIZZA HUT | drugstore.com | SEPHORA

OLD NAVY | Walmart.com

Plus, you'll find participating local retailers, such as restaurants, auto repair shops, clothing stores, and more, right in your neighborhood!

See a complete list of participating retailers at www.uchooserewards.com. And remember, you earn points for all your signature purchases — not just at participating retailers.

How Does It Work?
Shop and your points accumulate:
• Earn 1¢ per \$1 each time you use your card and sign for your purchase.
• Plus, earn additional points by shopping at participating retailers in-store or online at www.uchooserewards.com.

Redeem points for millions of items.

**It's that easy!
The more you shop,
the more points you earn!**

In-Branch Poster – Blended Program

You shop.
You earn.
You choose.
It's that simple.

UChoose REWARDSSM

Register today at www.uchooserewards.com

FI Logo

Participating retailers include:
Apple Store | BORDERS | BEST BUY | PIZZA HUT | macys

Specifications: 22" x 28" (one-sided)

To help you: Promote UChoose Rewards in your branches.

Format: - Customized & Printed
- Customized File
- Artwork File

Branding: Unbranded, or with your branding

In-Branch Tent Card – Blended Program



- Specifications: 8.5" x 17" - folds into a "Tent shape", with a 2" inch die-cut interlocking platform. (Printed on one side; finished, folded size is 8.5 x 6.5" with same image on 2 sides)
- To help you: Promote UChoose Rewards in your branches.
- Format: - Customized & Printed
- Customized File
- Artwork File
- Branding: Unbranded, or with your branding

Statement Insert – Blended Program

(front)

(back)



- Specifications: 3.5" x 8.5" (two sides)
- To help you: Promote the value of your UChoose Rewards program to your non-reward cardholders
- Format: - Customized & Printed
- Customized File
- Artwork File
- Branding: Branded with your name and logo