



Issuer-Funded 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.

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)																																																																						
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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 – Issuer-Funded Program

(outside)

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

(inside)

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. →

In-Branch Brochure – Issuer-Funded Program

(outside)

We Make it Simple to Earn and to Redeem

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

- A detailed list of where you've shopped and what you've earned
- A full online catalog of redemption options you actually want
- A Wish List tracker to stay on top of the items you're after
- And more!

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

UCHOOSE REWARDS™

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

FI LOGO

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 Rewards™, 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.

There's never been a better time to start using your [FI NAME] [CARD NAME] for your everyday needs. Simply use your card[s] at gas stations, supermarkets, drugstores, malls, or anywhere else. Remember to sign for your purchases to earn the most points. The more you shop, the more you earn and the more you earn, the more you are rewarded.

UCHOOSE REWARDS™

How Does It Work?
Earn 5pts for every \$7 you spend every time you shop.

- Shop in-store and be sure to choose the signature option.
- Redeem points for millions of items.
- Shop and earn more points.

It's that easy!

These are only a few of the items you can use your points towards. See a complete list of rewards at www.uchooserewards.com.

Merchandise

Events

Travel

Earn Points Everywhere your Card is Accepted

FI LOGO

In-Branch Poster – Issuer-Funded Program

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

UCHOOSE REWARDS™

Register today at www.uchooserewards.com

FI Logo

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 – Issuer-Funded 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.

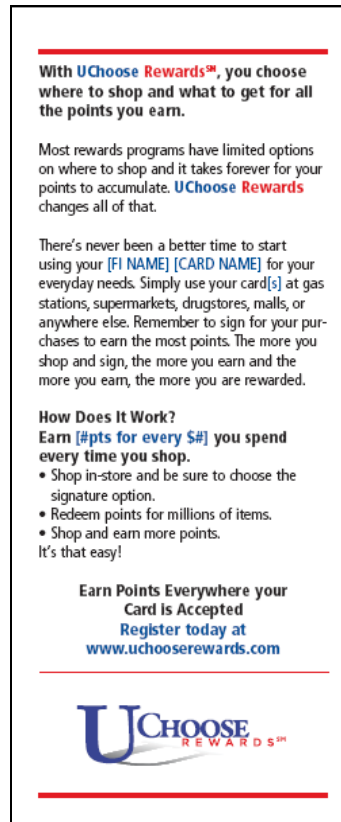
Format: - Customized & Printed
- Customized File
- Artwork File

Branding: Unbranded, or with your branding

Statement Insert – Issuer-Funded 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