

Life can be challenging.  
Our online banking isn't.



It's  
even  
easier!

[www.yourFThere.com](http://www.yourFThere.com)

PLACE  
STAMP  
HERE

ABC FINANCIAL INSTITUTION  
123 MAIN STREET  
ANYTOWN, ST 01234

ABC FINANCIAL INSTITUTION  
123 MAIN STREET  
ANYTOWN, ST 01234

# See the difference...

## So simple, your grandmother could do it!

So convenient, once you try it you'll be hooked. It was easy before, but we've even made it even simpler with a new design and easy-to-navigate features. You'll be amazed at how effortless it is to bank online. One-two-three CLICK and you've:

- Checked your account balances
- Glanced to see what checks and debits cleared today
- Transferred money from checking to savings
- Instantly paid a bill and made a loan payment
- Scheduled another bill to be paid next week after payday
- Printed a copy of last month's statement
- Exported your account info into your favorite financial software
- And finished up in about five minutes!

## Safe, secure, and trouble-free

Online Banking and Bill Pay are completely secure. Your information is private and confidential, and our system is expertly designed to keep it that way. Using the latest encryption and firewall technology, we've put an invisible shield around your information. You can even change your password as often as you want.

## The ultimate convenience—bank anywhere, anytime

Online Banking puts you in control with the ultimate in flexibility and convenience. You can manage your finances anytime, anywhere—all you need is a computer with an Internet connection. You don't even need special software. Just sign up, log on, and take control of your time and money. Instantly!

## So what else is new?

We're always enhancing Online Banking to make it easier and more user friendly. We've recently added a few new features we think you'll enjoy:

- **Message Center.** A secure email connection to send messages or ask questions.
- **Quick Links.** Similar to "Favorites" on your Internet browser, allowing you to set up the features you use most often.
- **New Print Option.** Allows you to print just your account information anytime.
- **View and Print Statements.** View and print financial account statements right from your screen. It's all there!

## Online banking and bill pay—why not start today?

You'll discover a whole new way to simplify your finances. Online Banking and Bill Pay is so fast, convenient, and easy, you'll wonder how you managed without it. With three simple ways to get started, you can't go wrong. To sign up, just:

1. Call to talk with a representative
2. Visit our nearest office location, or
3. Visit our web site

Once you've enrolled, start at our website and click Online Banking. Enter your user ID and password, and your accounts are at your fingertips! With Online Banking and Bill Pay, you'll discover a whole new way to simplify your finances. Get started today!

[www.yourFIthere.com](http://www.yourFIthere.com)

# Get started today...

## Yes!

I'd like to receive free online banking and bill pay!

- Free online banking only  
 Free online banking and bill pay

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_

Work Phone \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Signature \_\_\_\_\_

Charge fees to:  Checking  
 Savings

I would like a bank representative to contact me to discuss Online Banking and Bill Pay in more detail.

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# See the difference...

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So convenient, once you try it you'll be hooked. It was easy before, but we've even made it even simpler with a new design and easy-to-navigate features. You'll be amazed at how effortless it is to bank online.

## The ultimate convenience— bank anywhere, anytime

- Check account balances
- Transfer money from checking to savings
- Pay bills online instantly
- View detailed payment history
- Print account statements

## Online banking and bill pay— why not start today?

You'll discover a whole new way to simplify your finances. Online Banking and Bill Pay is so fast, convenient, and easy, you'll wonder how you managed without it. Get started today!

*Space for personalization*

[www.yourFIthere.com](http://www.yourFIthere.com)

A man and a woman are looking at a laptop screen together. The man is pointing at the screen with a thumbs-up gesture. The woman is leaning over his shoulder, also looking at the screen. They both appear to be smiling and engaged with the content on the screen.

See the  
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# New User Interface Marketing Campaign Order Form

Please fax completed form to 678-623-3832.

## Step One: Complete Contact and Shipping Information

Bank Name	Contact Name	
Street Address (please do not include P.O. Box)		
City	State	Zip
Phone Number	Fax Number	E-Mail Address

## Step Two: Choose the types and quantity of Marketing Materials

**Marketing Kit:** (Marketing Kit includes all of the below items plus a marketing plan, online broadcast message and customer letter) **\$3,000**

Brochures	Table Tents	Statement Inserts	Quick Start Guides	Posters	Take One Stands	Lapel Stickers
1,000	5	1,000	500	2	4	500

**A La Carte Marketing Materials (based on current customer count)\*:**

Brochure	<input type="checkbox"/> 500 - \$558	<input type="checkbox"/> 1,000 - \$593	<input type="checkbox"/> 2,500 - \$ 690	<input type="checkbox"/> 5,000 - \$857	<input type="checkbox"/> 7,500 - \$1,019	<input type="checkbox"/> 10,000 - \$1,186
Insert	<input type="checkbox"/> 500 - \$474	<input type="checkbox"/> 1,000 - \$467	<input type="checkbox"/> 2,500 - \$518	<input type="checkbox"/> 5,000 - \$574	<input type="checkbox"/> 7,500 - \$629	<input type="checkbox"/> 10,000 - \$684
Table Tent	<input type="checkbox"/> 5 - \$228	<input type="checkbox"/> 10 - \$342	<input type="checkbox"/> 15 - \$552	<input type="checkbox"/> 20 - \$714	<input type="checkbox"/> 25 - \$876	<input type="checkbox"/> 30 - \$930
Quick Start Guides	<input type="checkbox"/> 1,000 - \$3,410	<input type="checkbox"/> 2,000 - \$3,800	<input type="checkbox"/> 5,000 - \$5,000	<input type="checkbox"/> 10,000 - \$7,500	<input type="checkbox"/> 20,000 - \$12,000	
Lobby Poster	<input type="checkbox"/> 2 - \$190	<input type="checkbox"/> 4 - \$367	<input type="checkbox"/> 6 - \$418	<input type="checkbox"/> 8 - \$534	<input type="checkbox"/> 10 - \$592	<input type="checkbox"/> 25 - \$1,360
CSR Lapel Sticker	<input type="checkbox"/> 500- \$132	<input type="checkbox"/> 1,000 - \$216	<input type="checkbox"/> 2,500 - \$250	<input type="checkbox"/> 5,000 - \$283	<input type="checkbox"/> 7,500 - \$310	<input type="checkbox"/> 10,000 - \$400

\*Includes Free customer letter and online broadcast message.

## Step Three: Select Fees that Apply and Complete Payment Information - ACH Authorization\*

Total from Above \_\_\_\_\_  Content Edits - \$150  Rush Charge - \$75 **Grand Total \$** \_\_\_\_\_

By signing below, Client hereby authorizes Certegy E-Banking Services, Inc. to ACH debit or credit, as applicable, the checking, savings, or GL account indicated for any amounts owed under this agreement.

Signature	Printed Name
Routing and Transit Number	Account Number
	Account Type (DDA, SAV, GL)

\*Price does not include 7% FL sales tax. Additional UPS shipping charges will be added & will depend upon your physical address. Allow 5 weeks delivery time from the date of order.

## Marketing Material Order Instructions

A successful Online services offering begins with successful marketing. You can't just simply offer Online Banking and Bill Pay to your clients; you must continually promote the service and educate end-users on the many features and benefits it offers.

Any time a service is improved or has changed is a great time to communicate to your existing users and use the opportunity to market the service to acquire new users. That is why we developed a marketing and communication plan centered-around the updated left frame navigation online user interface and new online features you can now offer to your clients.

It is very important to implement a marketing plan that includes several different marketing components with a combination of off-line and online tactics. It is not prudent to depend upon only one type of communication. The attached marketing pieces allow you to launch an effective yet affordable marketing campaign.

### **How to Get Started**

Just follow the steps below:

1. First decide how you would like to promote your service, whether you choose A La Carte items, or if you'd like to take advantage of the Marketing Kit.
2. Next, select the materials you would like to order. There are several to choose from. And remember, it is best to choose a combination of materials rather than just one component. The Marketing Kit will give you the most items in an economically priced package.
3. Print off the materials you would like to order. Then write any content or text changes on each piece.
4. Complete the order form, and fax it along with your material changes to 678-623-3832.
5. Lastly, e-mail your financial institution logo in an EPS or TIFF format to [ebanking.marketing@certegy.com](mailto:ebanking.marketing@certegy.com).

That's it. Once we process your order, you'll receive your completed marketing campaign, ready to implement, within 4 weeks.

### **Where to go for Questions**

For more information, please call 800-253-5620 ext. 75573. A Marketing Consultant would be glad to talk with you about your individual marketing needs.