

In-The-Box Marketing Messages

Use your check orders to promote your other products and services.

You can include a marketing message printed on the inspection notice, reorder form, and inside back cover of all your check orders. These messages may vary by club type and branch location. For example, if you offer a 55+ Club, you can print one set of messages for the 55+ Club, and another set of messages for your regular checking accounts....allowing you to cross-sell different products and services to different customer groups.

Below are samples of each ticket with an In-The-Box marketing message printed.

Samples are not shown actual size

**Sample
Inspection notice**
with In-The-Box
marketing message

1PT
270215

INSPECTION NOTICE - THIS IS NOT A REORDER FORM.


**JOHN M SMITH
MARY S SMITH**
PH. 800-675-4151
1666 MAIN STREET PO BOX 123456
ANYTOWN, USA 12345

Looking to buy a new car?
Give us a call at 555-444-1111
for the best rates around

123456780 **345 6789**

PLEASE EXAMINE YOUR CHECKS FOR: **IF YOU FIND AN ERROR:**

1 - Your name 2 - Your institution's name 4 - Mark the correction on the reorder form located near the end of your check supply.
3 - Your account number 5 - Immediately mail or bring the reorder form to the office where your account is located.

 **Your Financial Institutions name**
and address print here
or use your logo - no charge.

COST OF YOUR CHECKS \$X.XX
(deduct this amount from your checkbook)


ALL ORDERS ARE FURNISHED ON THE CONDITION THAT LIABILITY IS LIMITED TO THE REPLACEMENT OF AN INCORRECTLY PRINTED ORDER.

Inspection notice includes a 3/8" x 2-1/2" area for your marketing message

**Sample
reorder form**
with In-The-Box
marketing message

2101

REORDER FORM! Checks For Less
A Division of Bank-A-Count If this is your last box of checks, bring or mail this reorder form to your financial institution.


 **JOHN M SMITH
MARY S SMITH**
PH. 800-675-4151
1666 MAIN STREET PO BOX 123456
ANYTOWN, USA 12345

Reorder your checks online at:
www.yourfinancial.com

123456780 **345 6789**

MAKE ANY CHANGES DESIRED. Please make the appropriate charge to my account. Check here for 120 additional deposit tickets

CURRENT DESIGN	DESIGN CHOICE	COVER CHOICE (if needed)	QUANTITY
BSAFETY-1002	To change designs. in-	<input type="checkbox"/> Not needed <input type="checkbox"/> Blue <input type="checkbox"/> Green <input type="checkbox"/> Black	<input type="checkbox"/> 1 box <input type="checkbox"/> 3 boxes <input type="checkbox"/> 2 boxes <input type="checkbox"/> 4 boxes

 **Your Financial Institutions name**
and address print here
or use your logo - no charge.

Reorder form includes a 3/8" x 2" area for your marketing message. Most commonly used to promote reordering via your web site.

**Sample
back cover**
with In-The-Box
marketing message

Do you like to travel?



As a member of our Golden Horizons club we offer you a number of opportunities to travel and meet new people.

Give us a call at 555-444-1111

The inside back cover allows you a greater area for your marketing message. Print area is 2-1/2" x 5-1/2". This message is seen everytime your customer puts a new checkbook in their checkbook cover.

IN-THE-BOX MARKETING MESSAGES ARE PROVIDED AT NO CHARGE

To have your In-The-Box marketing messages printed, complete the attached form or give us a call at (800) 675-4151

Checks For Less
A Division of Bank-A-Count Corp
1666 Main Street PO Box 167 Rudolph, WI 54475-0167
Toll free 800-675-4151 Fax 715-435-2026 email: checks@bank-a-count.net

In-The-Box Marketing Messages

SET UP FORM

Please provide a mockup of the marketing messages you wish to have printed in your box of checks.
You can choose to print marketing messages in any of the 3 forms, or on all three.
Actual printed samples will be provided upon receipt of your set up form.

This form applies to:

Routing number _____ Attn: _____
(must include)

Financial Institution name _____

Branch location these marketing messages apply to _____

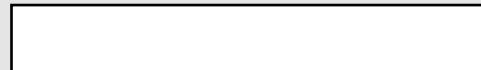
Club type(s) these marketing messages apply to _____

Please complete a separate form if you wish to have different marketing messages apply to different account types.

Mock up of inspection notice marketing message

Complete this section if you wish to just use type
3 lines of 40 characters (including spaces) per line maximum

Complete this section if you wish to use graphics
A good black and white copy of any artwork must be included



Mock up of reorder form marketing message

Complete this section if you wish to just use type
3 lines of 34 characters (including spaces) per line maximum

Complete this section if you wish to use graphics
A good black and white copy of any artwork must be included



Mock up of back cover marketing message

You can print on the entire area of the back cover.
A good black and white copy of any artwork must be included.

