



MARKETING CATALOG

SIGNS | BANNERS | DIGITAL MEDIA

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A CHECKING ACCOUNT THAT LOOKS LIKE A MILLION BUCKS.

BaZing not only powers your account with great benefits, it comes with a brand to make you stand out from the crowd of traditional checking accounts.

Our marketing catalog is filled with in-branch merchandise, digital marketing materials and social media assets, all designed to make your checking account look like a million bucks.

You choose the items, and we'll customize the pieces to perfectly fit your unique brand.



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HOW TO ORDER

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We've included a variety of ways to promote your BaZing account in your branch. Each piece can be customized with your logo and brand colors.

Large & Small Signs HOW TO ORDER

- 1. Select a Headline • 2. Select an Image • 3. Select a Size
(Example: Headline D, Image 7, Size 8.5 x 11)
Repeat as needed for multiple items.

HEADLINES

- A. Saving money is simple.
- B. Save money, right from your phone.
- C. Shop local. Save local.
- D. Travel savings on hotels, car rentals, entertainment and more.
- E. Gather 'round. There's a new way to save in town.
- F. Dining deals on your favorite meals.
- G. The power to keep life affordable.
- H. The MVP of coupon apps.
- I. Checking Account

IMAGES

SIZES

Large Signs: 22"w x 28"h
Small Signs: 8.5"w x 11"h
(Or choose custom size.)

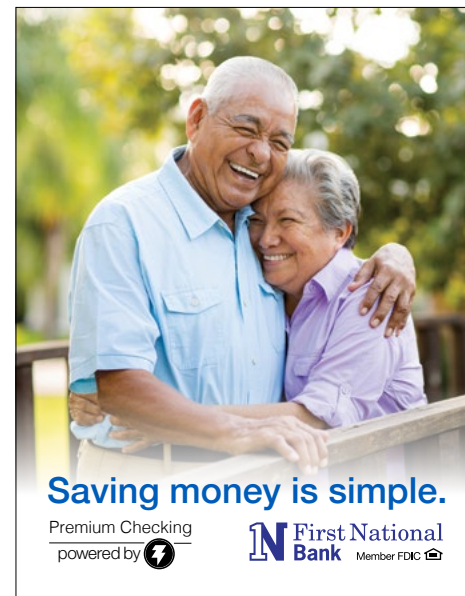
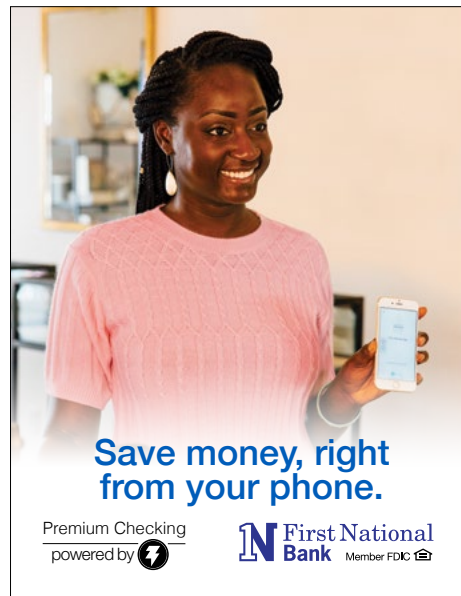
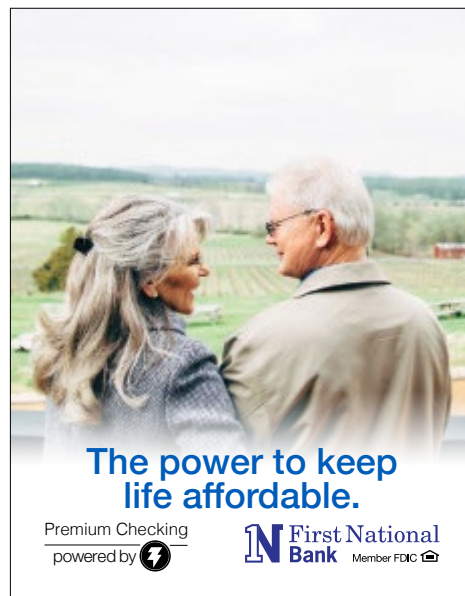
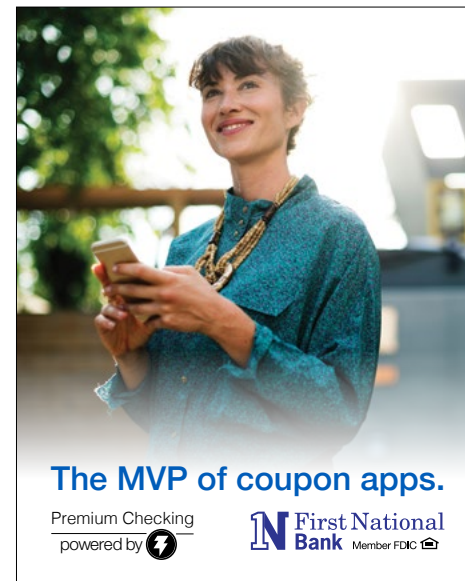
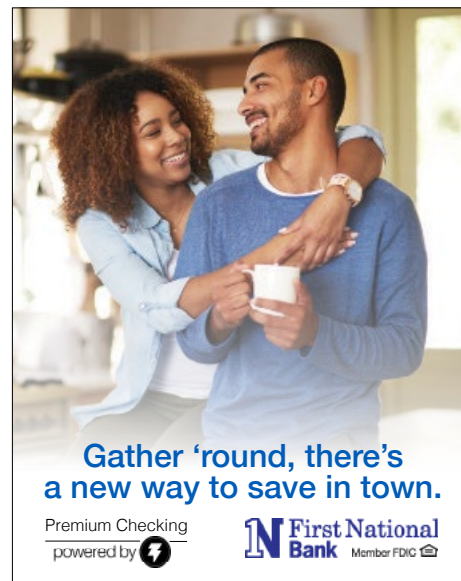
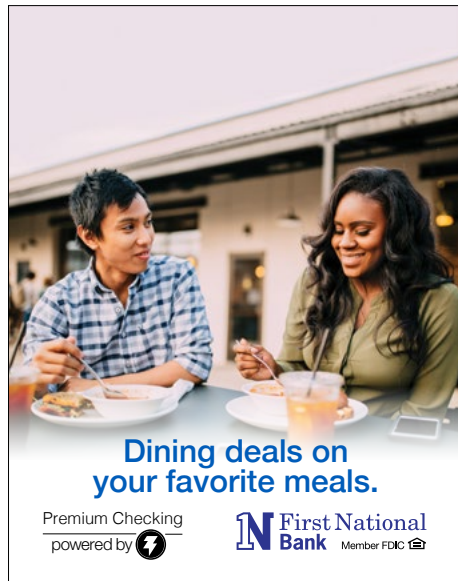
Cost dependent on quantity, talk with your project manager about pricing.

LARGE SIGNS

Each image and headline features ways BaZing can help your customers save money.

Shown below are **SAMPLE** pieces only. Signs can be customized with any of the 9 headlines or images provided.

**We recommend creating a campaign with a variety of headlines and images.*



Standard Size:

Size: 22" w x 28" h

Can be quoted for custom sizes.

Material:

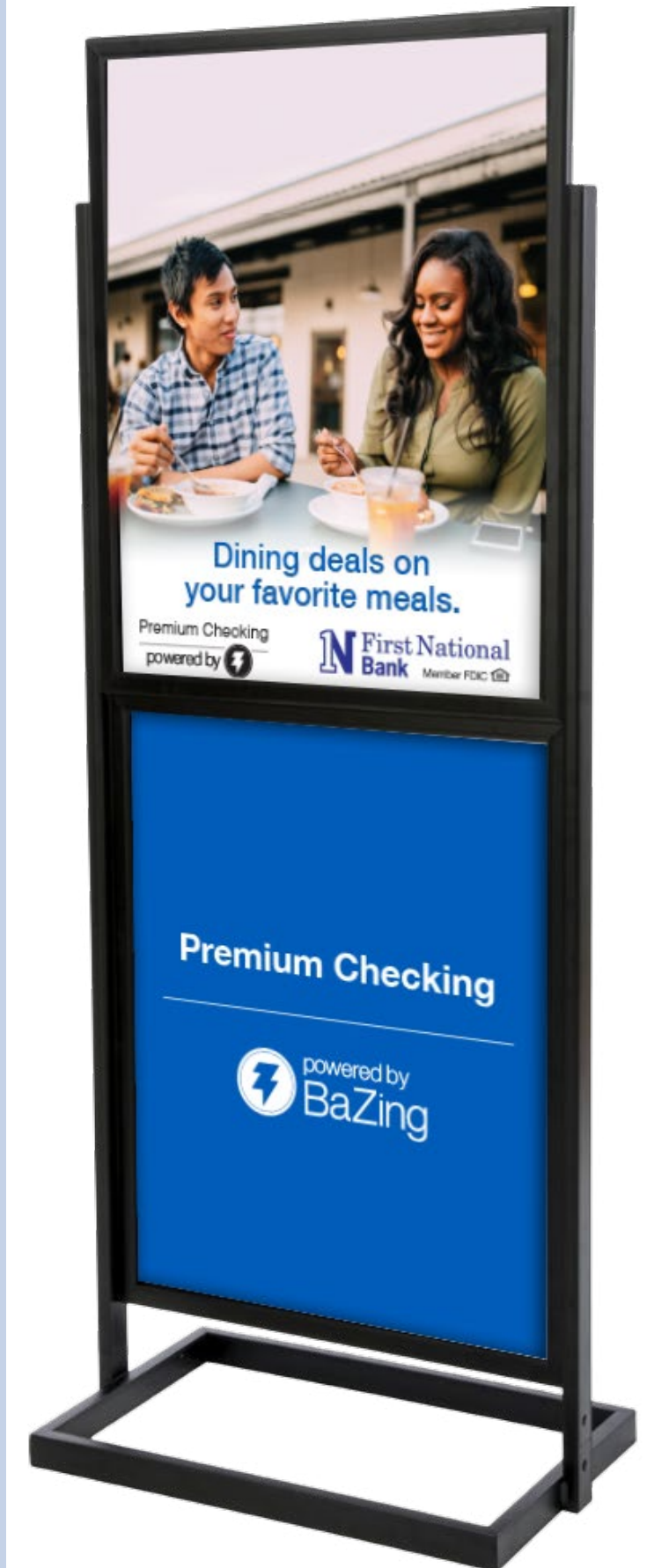
Paper: 50 pt. card stock

Single or Double-sided options

Can also quote 3/16" foamcore option

Color:

CMYK

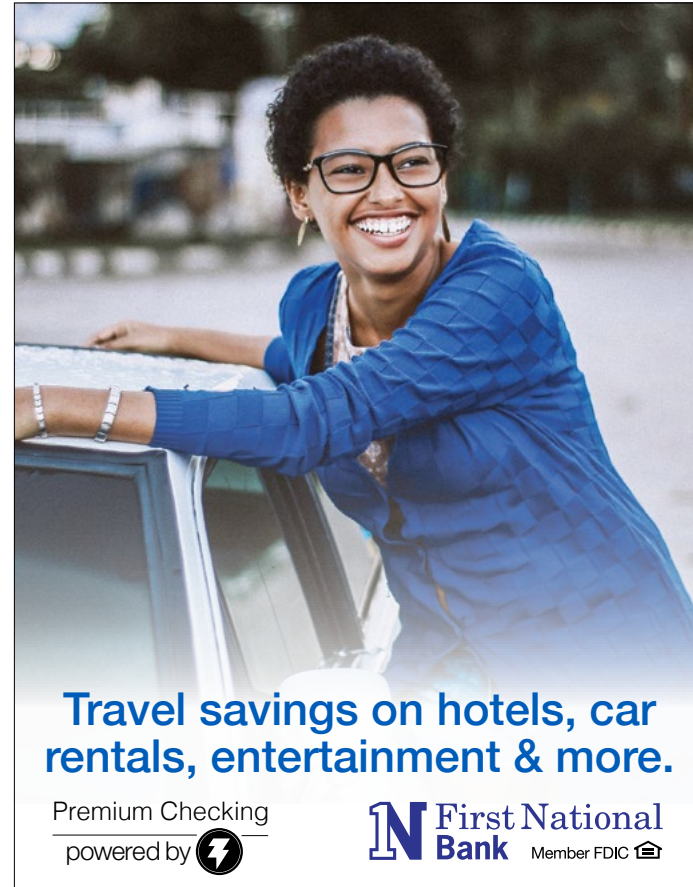


SMALL SIGNS

Each image and headline features ways
BaZing can help your customers save money.

**Shown below are SAMPLE pieces only. Signs can be
customized with any of the 9 headlines or images provided.**

**We recommend creating a campaign with a variety of headlines and images.*



Each small sign includes one
customized print. Small signs can be
two sided if they do not have easel
backs.

Standard Size:

Size: 8.5”w x 11”h

Can be ordered as custom size

Material:

W/ Easel Back:

Cardboard fold-out flap | One-sided

W/O Easel Back:

100# Text Stock

80# Gloss Text

Color:

CMYK



Shown here with easel back

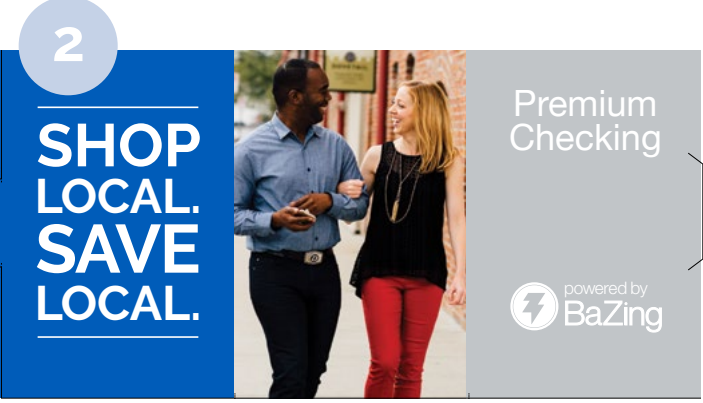
TENT CARDS

1. Select a Headline • 2. Select an Image • 3. Customize with your colors and/or logo



HEADLINES:
 A. A powerful new way to save money.
 B. Shop local. Save local.

Size: 14" x 6.375" flat
 Folds to 4" x 6.375" (3-sided)

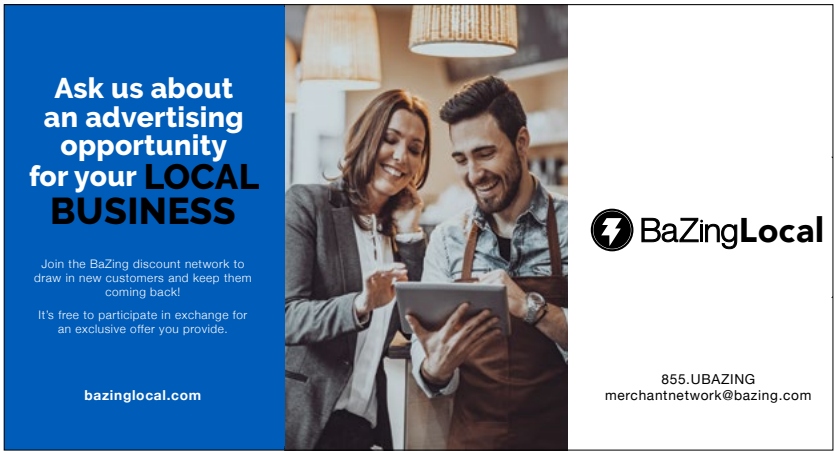


BaZing Local TENT CARDS



HEADLINES:
 Ask us about a free advertising opportunity for local businesses.

Size: 14" x 6.375" flat
 Folds to 4" x 6.375" (3-sided)



WINDOW CLINGS

1. Select a Headline • 2. Select an Image • 3. Customize with your colors and/or logo

Size: 7" x 3.88"

Material:

Two-sided - 8 mil econoblock paper, window bond adhesive on one side

HEADLINES:

- A. A powerful new way to save money.
- B. Shop local. Save local.



FLOOR CLINGS

1. Select a Headline • 2. Select a Size • 3. Customize with your colors and/or logo

Size:

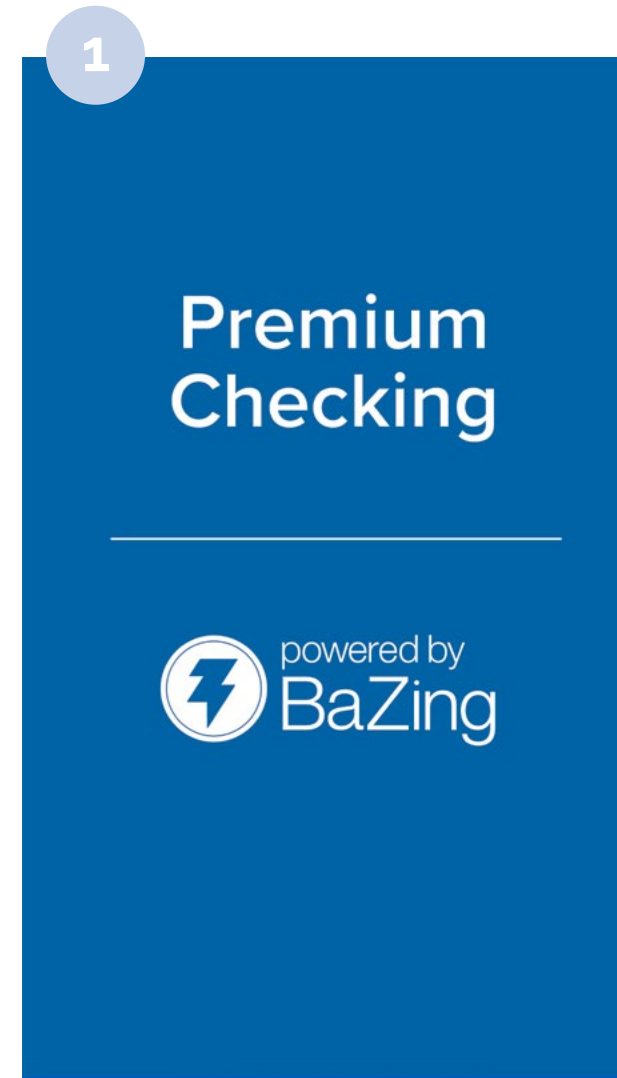
- Small 15" X 9.5"
- Medium 15" x 25"
- Large 36" X 25"

HEADLINES:

- A. Checking Account
- B. Shop local. Save local.

Material:

Mighty grip floor graphic material, non-skid laminate



In-branch BANNER

1. Select a Headline • 2. Customize with your colors and/or logo

Size: 72" x 24"

HEADLINES:

- A. A powerful new way to save money.
- B. Shop local. Save local.



Drive-Thru BANNER

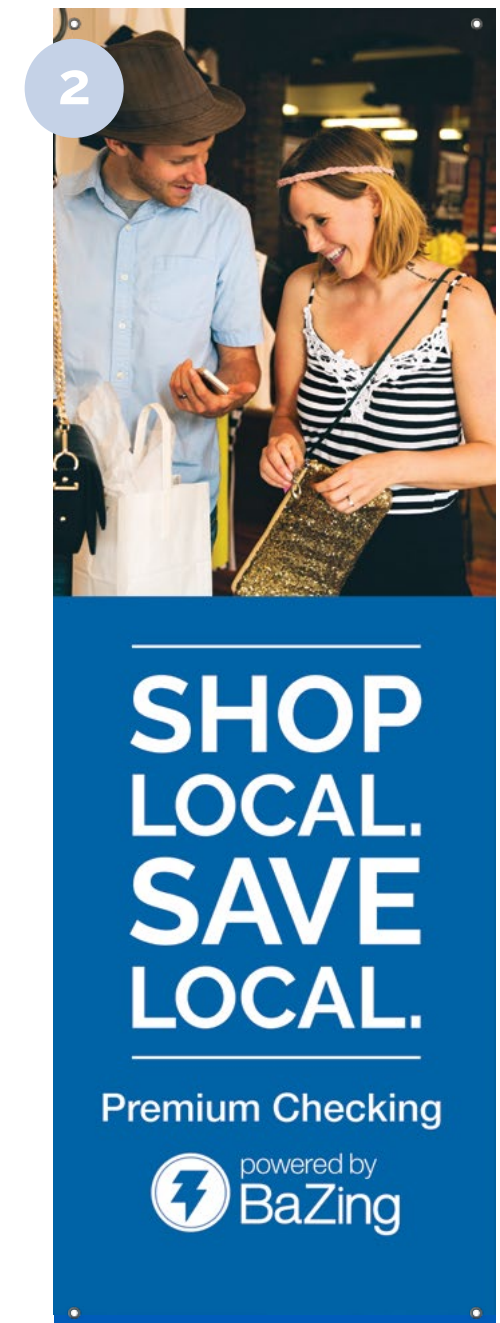
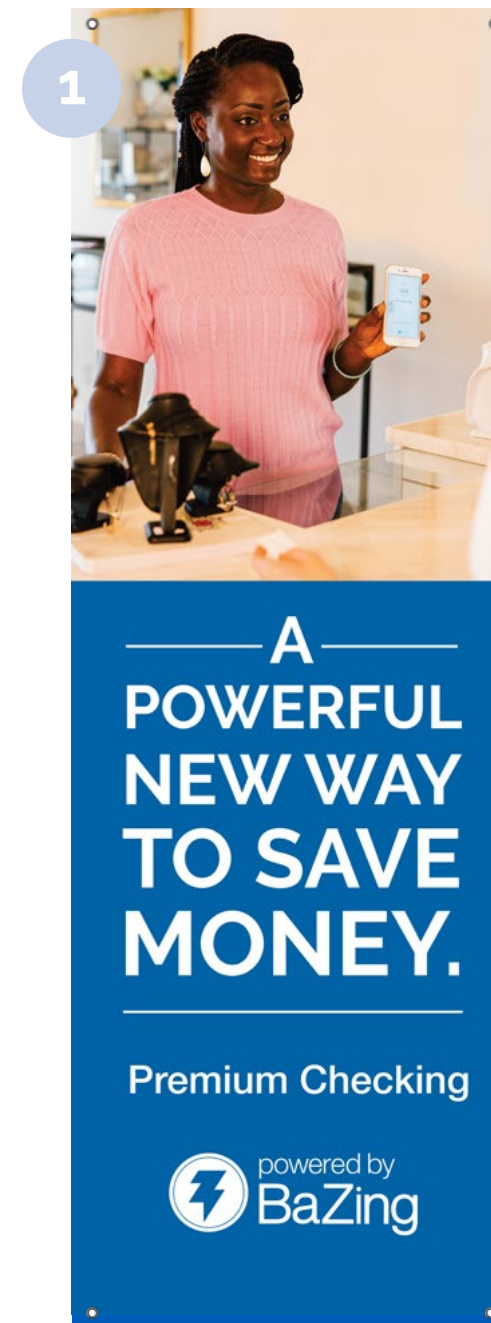
1. Select a Headline • 2. Select an Image • 3. Customize with your colors and/or logo

Size: 72" x 24"

Material: 18 oz vinyl
Hemmed | grommets

HEADLINES:

- A. A powerful new way to save money.
- B. Shop local. Save local.



Outdoor BANNER

1. Select a Headline • 2. Select a Size • 3. Customize with your colors and/or logo

Size: 120" x 24" (one-sided)
44" x 16" (two-sided)

Material: 18 oz vinyl
Hemmed | grommets

HEADLINES:

- A. A powerful new way to save money.
- B. Shop local. Save local.

1

120" x 24"

A powerful new way
to save money.

Premium
Checking



2

44" x 16"

Shop Local.
Save Local.

Premium
Checking



INSERTS

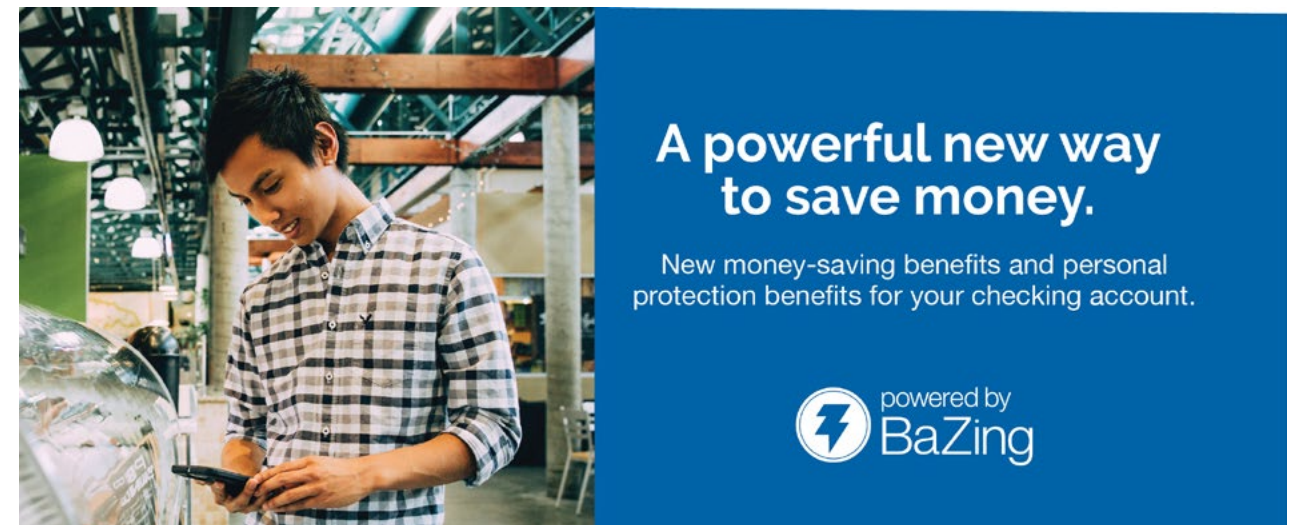
Completely customizable, please contact your Project Manager for details.

Size: 8.5" x 3.5"

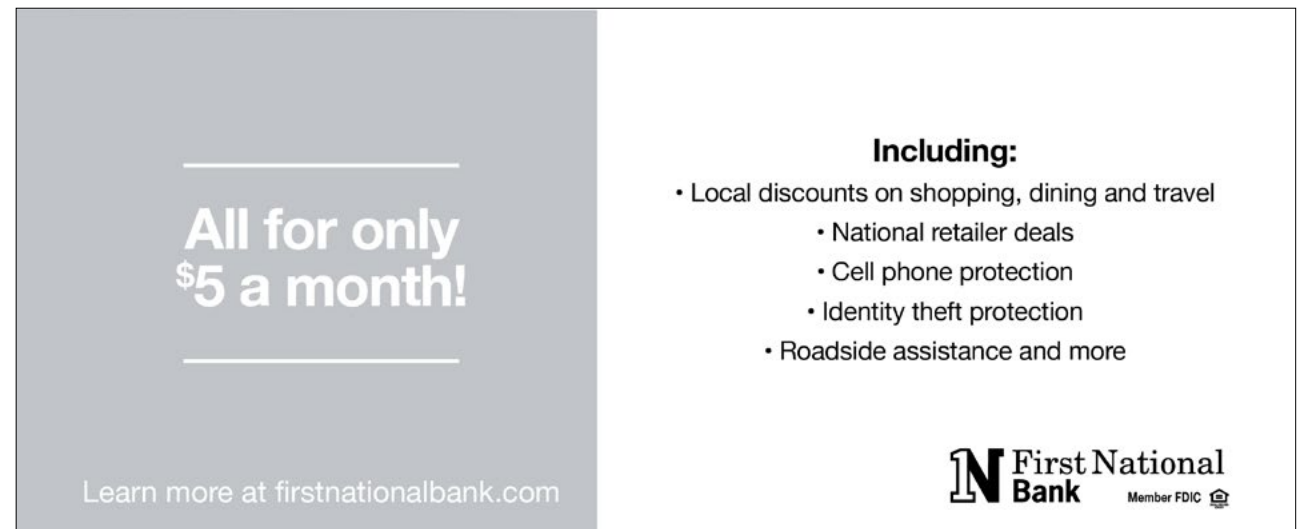
HEADLINES:

A powerful new way to save money.

Front



Back



Print or Digital ADS

1. Select a Headline • 2. Select an Image • 3. Select a Size • 4. Customize with your colors and/or logo

Size: Quarter Page - 5" x 6"
Half Page - 10" x 6"

HEADLINES:

- A. A powerful new way to save money.
- B. Shop local. Save local.

**Headlines available in both sizes*

Half Page

1

A
POWERFUL
NEW WAY
TO SAVE
MONEY.



Premium Checking
powered by  First National Bank Member FDIC

2

SHOP
LOCAL.
SAVE
LOCAL.



Premium Checking
powered by  First National Bank Member FDIC

Quarter Page

DIGITAL MARKETING



Customers are shopping online every day, so it's more important than ever to promote BaZing throughout your website. We offer customizable in-branch digital signs, web banners and web sliders that should be used to link customers to more information online about your BaZing account. All websites are different, so we'll work with you to create the perfect promotions for your site!

In-Branch DIGITAL SIGNS

1. Select a Headline • 2. Select an Image • 3. Customize with your colors and/or logo

Size: 1360 px x 768 px
or sized to your branch's
digital screen size.

We'll send a file in the format you
need for displaying on your branch's
digital sign.

HEADLINES:

- A. You hold the power to keep life affordable.
- B. A powerful new way to bring business inside your doors.



Web BANNERS

1. Select a Headline • 2. Select a Size • 3. Customize with your colors and/or logo

Size:
300 px x 250 px
160 px x 600 px
728 px x 90 px

HEADLINES:

- A. A powerful new way to save money.
- B. Shop local. Save local.

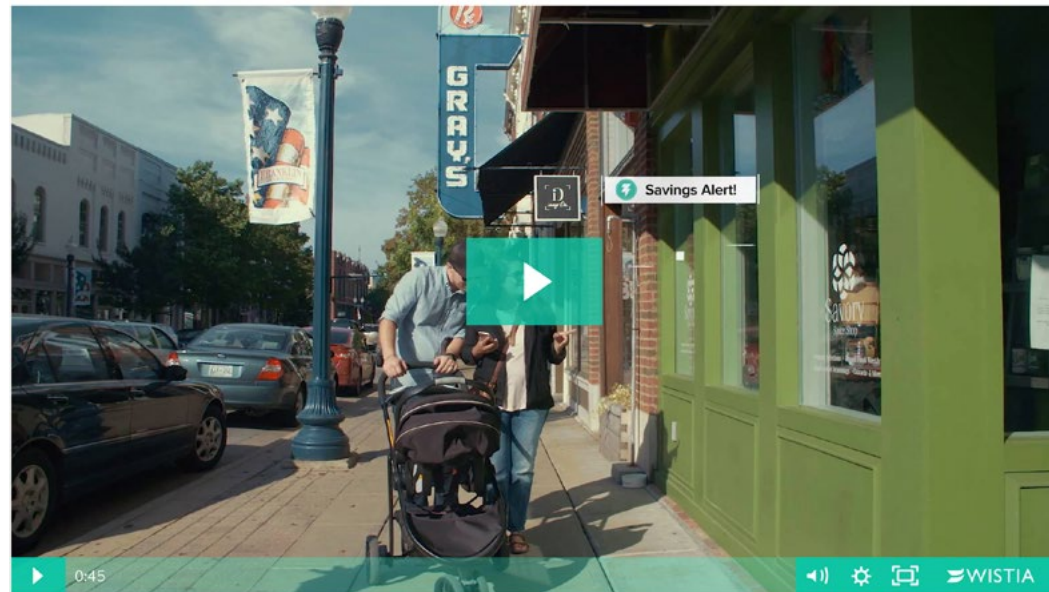
**Headlines available in all sizes*



BaZing VIDEO

Share this video in email, on social media, or on your website to tell customers about your BaZing account.

OR



Radio SPOTS

Want to advertise your BaZing account with your local radio station? We've got you covered! Choose from our 30 and 60 second scripts that are all about saving money with your BaZing checking account.

OR

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Follow us for updates

CONNECT



Social media is an incredibly powerful way to spread your message and connect with customers. We've created content for sharing on your Facebook, LinkedIn, Twitter and Instagram accounts to get the word out about your BaZing benefits.

Cover PHOTOS

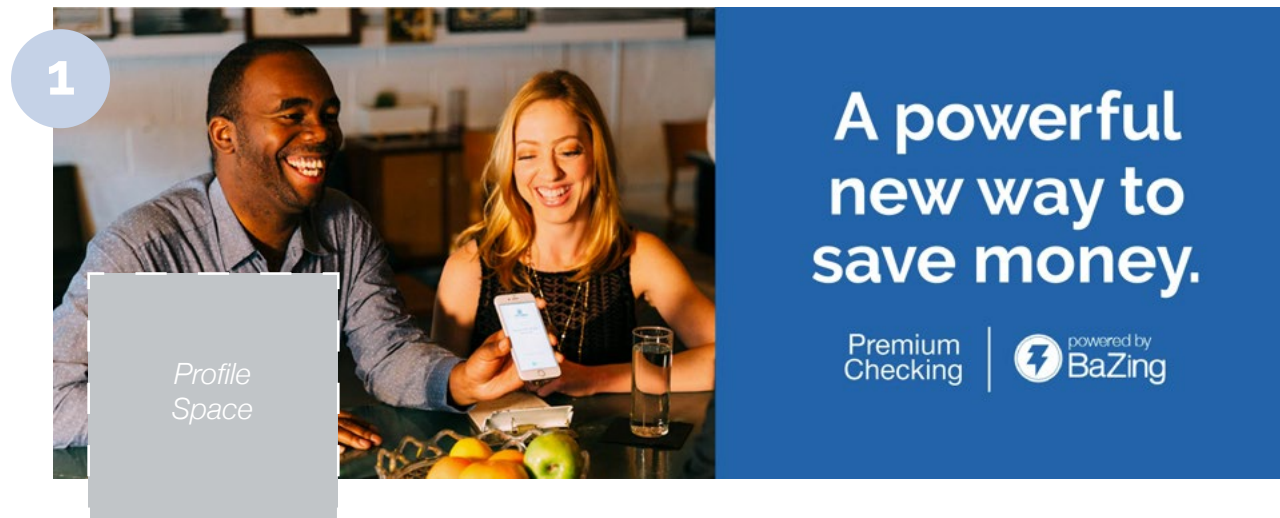
1. Select a Headline • 2. Select an Image • 3. Customize with your colors and/or logo

Size: 1800 px x 681 px

For uploading to your
Facebook page.

HEADLINES:

- A. A powerful new way to save money.
- B. Shop local. Save local.



Social Media POSTS

1. Select Social Media • 2. Select a Headline • 3. Select an Image
4. Customize with your colors and/or logo

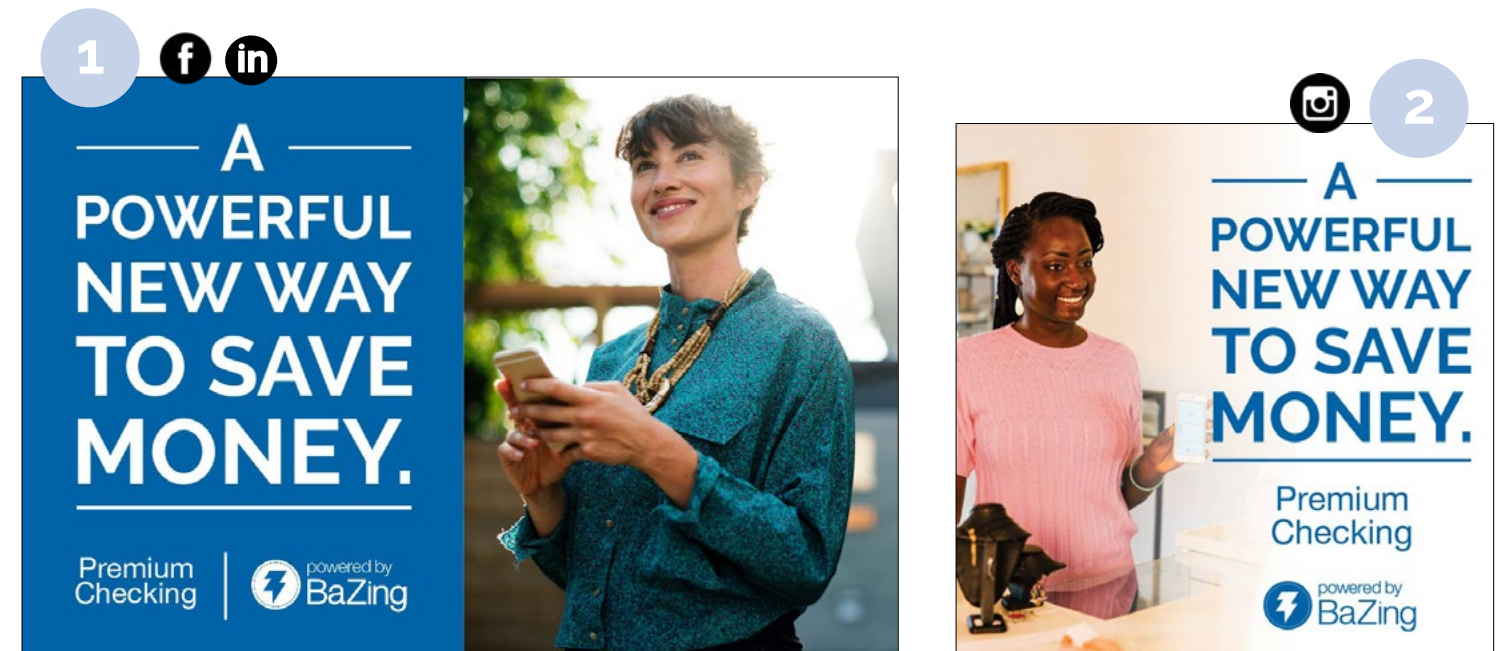
Size:

- 1. Facebook or LinkedIn Post
- 2. Instagram Post
- 3. Twitter Post

HEADLINES:

- A. A powerful new way to save money.
- B. Shop local. Save local.

**Headlines available in all sizes*



How to **ORDER**

Let's get your new campaign rolling! Contact us for pricing information and how to get started.



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