



OPEN A NEW
<FI NAME>
CHECKING ACCOUNT &
EARN UP
TO \$100!*

YOUR
LOGO

MEMBER FDIC | <URL>

A CHECKING ACCOUNT DESIGNED WITH YOU IN MIND

You already trust <FI Name> for some of your banking business. And now when you open a new <FI Name> checking account and set up direct deposit, you can earn up to **\$XXX cash back**.*

- 1 Open <Financial Institution Name> checking account and Set up a direct deposit of <\$XX> or more by <XX/XX/XXXX>.
- 2 Maintain your direct deposit for two months and get a <\$XXX> cash back bonus!

OFFER VALID: <XX/XX/XXXX-XX/XX/XXXX>

To learn more, visit <URL>, or stop by one of our convenient locations.

Plus, you'll enjoy benefits like:



Online Banking
& Bill Pay



Mobile Banking
& Mobile Deposit



Bank-to-Bank
Transfers



YOUR LOGO

Return Address
Return Address
City, ST ZIP

TEST TESTPERSON
123 TEST TERRACE
TESTERTON, XX 00000

Offer is valid for the selected accountholder referenced in this postcard.

To qualify for the promotion incentive, the accountholder must set up a <product name> checking account by <XX/XX/XXX> and set up a Direct Deposit of \$100 or more between <XX/XX/XXX> and <XX/XX/XXX> and continue deposits into <Month> and <Month>. Qualifying Direct Deposits are Automated Clearing House (ACH) credits, which may include payroll, pension or government payments (such as Social Security) by your employer, or an outside agency. Person to Person payments are not considered a Direct Deposit. The account must be in open and active status in order to qualify and receive the incentive. Additional Terms and Conditions may apply.

Member FDIC