

Instructions and Information for the TIAA Compare Kids Buckslip

Two-sided 8.5" X 4.75" Buckslip (BK).

BUCKSLIP:

COLORS:

This Buckslip has been set to print at 5/3 colors:

FRONT: CMYK and PMS 300.

BACK: PMS 300, PMS 151 and BLACK.

PRODUCTION NOTE:

The size of this buckslip is currently 8.5" X 4.75". If you choose to resize the buckslip, be sure that the final size is at least 1/4" shorter than the outer envelope.

- 1 Below the top blue bar, insert your school logo. Logo must be a 4 color process build or black, otherwise it could change the total colors of the piece.
- 2 Insert your school name the subhead.
- 3 Insert your supplied URL and 800# in the bottom call to action area.

SUPPLIED ARTWORK:

PHOTOS:

- 1) AA014240_5_HR.eps
(Father & Daughter)

LOGOS / OTHER ART:

- 2) i529_Logo_PMS300.EPS
(Black & PMS 300)
- 3) TIAA_Tuition_Chart_151.eps
(PMS 300 & PMS 151)
- 4) TIAA LOGO_VERT_WhiteText.eps
(Black & White)

SUPPLIED FONTS:

TradeGothic

ITC Zapf Dingbats

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If you have any questions regarding these marketing materials, please contact Barb Floreth at barb@i529.org or 1-314-727-0900. Independent 529 Plan supplies you with the following: fonts, support/artwork, Instructions PDF, working Quark files and a PDF of the finished creative.



The right college is waiting...

PLACE YOUR SCHOOL
LOGO HERE.

1

MUST BE BUILT OUT OF
4 COLOR PROCESS

2

Will your child go to [College Name]...
or another member college?

Over 250[†] private colleges and universities participate in Independent 529 Plan, with more joining all the time. From liberal arts colleges to research universities to science and engineering institutions and more, your child is sure to find the right school. Participation in Independent 529 Plan does not guarantee admission to any college or university, nor does it affect the admissions process.

To learn more:

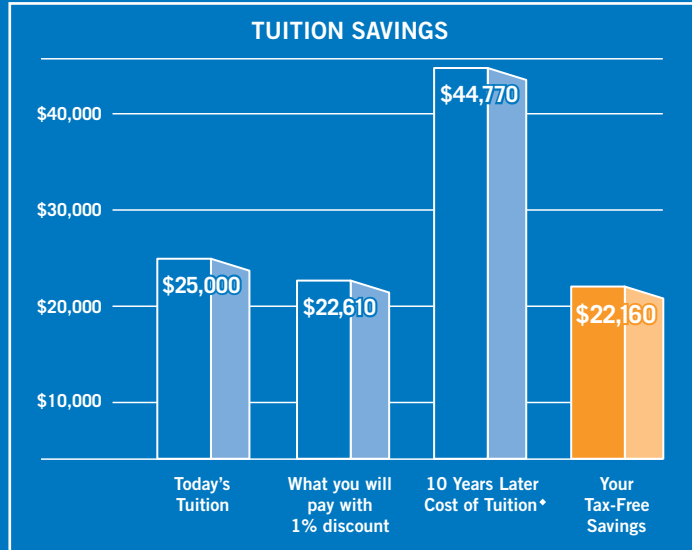
Visit us online at www.i529.org/XXXXX
or call toll-free 1-8XX-XXX-XXXX.

3



See how Independent 529 Plan works.

It's simple... Save thousands of dollars by prepaying your child's future tuition at today's lower prices.



*This is a hypothetical illustration. Assumes 6% Tuition Inflation Rate. Actual savings and tuition rates may vary.

In this example, instead of paying \$44,770 for tuition in 10 years, you could pay just \$22,610 by prepaying today! Of course, you don't have to buy a whole year. You can buy a fraction of a year, and reap proportional benefits.

Tuition inflation rates based on published studies by The College Board.



FINANCIAL SERVICES
FOR THE GREATER GOOD™



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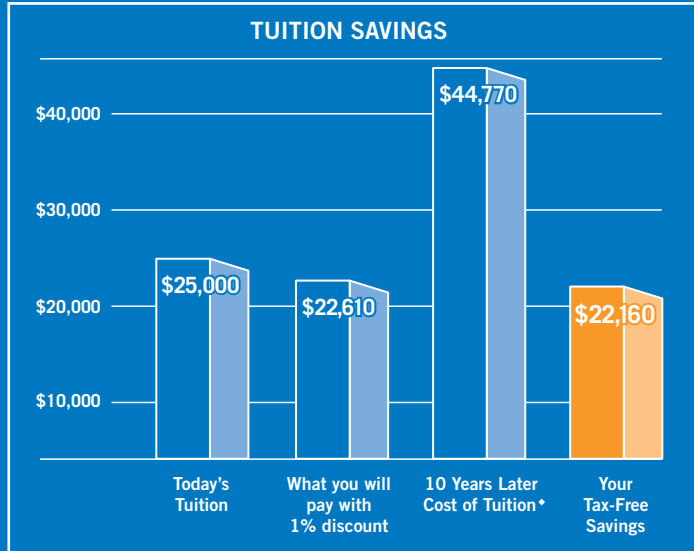
Visit us online at www.i529.org/XXXXX
or call toll-free **1-8XX-XXX-XXXX**.

Independent
TOMORROW'S TUITION *529 Plan*
AT LESS THAN TODAY'S PRICE



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