

# Instructions and Information for the Compare Kids Postcard.

One 2 sided 6" X 9" Postcard (PC)

## POSTCARD:

### COLORS:

This Postcard has been set to print at 5/4 colors:  
**FRONT: CMYK** and **Overall Varnish** (counts as a color). **BACK: CMYK**

- 1) Insert your school's name in the 3 designated areas:
  - 1) Front of PC, top headline
  - 2) Back of PC, second paragraph, second line
  - 3) Back of PC, above Sample A Sample FPO address
- 2) Make sure you specify postage: indicia, meter or stamp.
- 3) Insert your supplied URL and 800# in the designated area.
  - 1) Back of PC, bottom call to action
- 4) Insert the current school year in the designated area. Note: This will always be a range spanning 2 years (2006-2007, 2007-2008, etc.).

## SUPPLIED ARTWORK:

### PHOTOS:

- 1) 200136652-001\_7\_HR.eps  
(African American Girl)
- 2) 200326354-001\_outline.eps  
(Caucasian Boy sitting, no background)
- 3) dv1940082\_6\_HR.eps  
(Caucasian Boy, map in background)

### LOGOS / OTHER ART:

- 4) i529\_Logo\_CMYK.EPS  
(CMYK)
- 5) TIAA\_CMYK\_white\_address.eps  
(CMYK)

## SUPPLIED FONTS:

TradeGothic

The fonts and artwork included with this document are provided "as is" and no warranty is granted by TIAA-CREF or any of their agents. Fonts and artwork are licensed for Independent 529 Plan materials only, developed by TIAA-CREF, and may be loaded onto one (1) computer workstation and may not be used for any other work(s) other than the work(s) which they are provided with.



If you have any questions regarding these marketing materials, please contact Barb Floreth at [barb@i529.org](mailto: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.

<b>Compare Kids PostCard</b>

**CREATIVE NAME**

**DATE**

Indicates info to be included.

**LETTERFORM**

Flat Width  
 Flat Height  
 Finished Width  
 Finished Height  
 Colors Front  
 Colors Back  
 Varnish: Spot/OA  
 Bleeds  
 Folds: Vert/Horz  
 Perfs  
 Stock  
 Images Bars  
 Comments


Creative Format  
 Package Weight  
 Package Thickness


**BROCHURE**

Flat Width  
 Flat Height  
 Finished Width  
 Finished Height  
 Colors Front  
 Colors Back  
 Varnish: Spot/OA  
 Bleeds  
 Folds: Vert/Horz  
 Perfs  
 Stock  
 Comments


**OUTER ENVELOPE**

Finished Width  
 Finished Height  
 Colors Front  
 Colors Back  
 Varnish: Spot/OA  
 Bleeds  
 Stock  
 Window 1: W,H,L,B  
 Window 2: W,H,L,B  
 Comments


**TERMS/CONDITIONS**

Flat Width  
 Flat Height  
 Finished Width  
 Finished Height  
 Colors Front  
 Colors Back  
 Stock


**BRE**

Finished Width  
 Finished Height  
 Colors Front  
 Colors Back  
 Stock


**INITIAL DISCLOSURE**

Finish Width  
 Finish Height  
 Colors Front  
 Colors Back  
 Stock

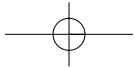

**OTHER**

Flat Width  
 Flat Height  
 Finished Width  
 Finished Height  
 Colors Front  
 Colors Back  
 Varnish: Spot/OA  
 Bleeds  
 Stock  
 Comments

Postcard
9"
6"
9"
6"
5=CMYK, & Overall Varnish
4=CMYK
Yes=Cover ONLY
Yes= All Sides
Coated

**SIGN-OFF ON SPEC SHEET — (initial please)**

Designer  
 Print Production  
 Art Director  
 Date

1

Someday, all these children may go to [College Name]...



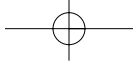
Tuition cost:  
**\$11,305**

Tuition cost:  
**\$22,385**

So why might one of them be paying almost half the price?

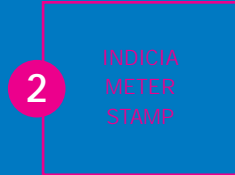
Lock in today's tuition rates for your child's future.

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





730 Third Avenue  
New York NY 10017-3206



## Independent 529 Plan. The easy way to pay less for your child's education.

### Enjoy guaranteed tuition savings and flexibility.

With Independent 529 Plan, you prepay tuition now to avoid years of tuition inflation. As the price of tuition rises, you'll be locked in at a lower rate. Plus, each member college offers an extra "tuition discount," so you'll pay less than today's price\* — making Independent 529 Plan a wise investment for your child's future.



Later, your child can redeem tuition at over 250<sup>†</sup> private colleges and universities nationwide, including [College Name]. With Independent 529 Plan, your child is not limited to choosing a school within a particular state. And if your child doesn't go to a member college, you have options, including transfer and refund provisions.\*\*

### Enroll today and get the most out of your money.

Getting started is easy — you can start with as little as \$25 a month. And, since there are no fees of any kind, 100% of your contributions go toward tuition.



### Lock in 200X-200X tuition rates today.\*\*\*

\* Participation in Independent 529 Plan does not guarantee admission to any college or university, nor does it affect the admissions process. Each year, each member college offers a discounted rate of at least 0.5% less than its current tuition rates. Discount rate can vary from year to year.

\*\* There may be tax consequences associated with these options.

\*\*\* Purchasers should read the Disclosure Booklet, including the Enrollment Agreement, carefully before making purchase decisions. TIAA-CREF Individual & Institutional Services, LLC distributor, member NASD. Tuition Plan Consortium, LLC is the program sponsor and TIAA-CREF Tuition Financing, Inc. is the program manager.

<sup>†</sup> As of February 2007.



For [College Name] Graduate:

Sample A Sample  
123 Main Street  
Apt. B  
Anytown, US 12345-6789

FPO



Now's the time to enroll! Visit [www.i529.org/XXXXX](http://www.i529.org/XXXXX) or call 1-8XX-XXX-XXXX.

Someday, all these children may go to [College Name]...



Tuition cost:  
**\$11,305**



Tuition cost:  
**\$22,385**



So why might one of them be paying almost half the price?

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INDICIA  
METER  
STAMP

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