

Instructions and Information for the Send for Less Ad.

Send for Less 1/4 Page Ad.

FULL PAGE AD:

COLORS:

This Ad has been set to print to 1 color:
PMS 300

PRODUCTION NOTE: The size of this 1/4 page ad is currently 4.25" X 5.5". Depending on the publication, this ad might need to be resized per publication's specifications.

- 1) Insert your school's name in the designated area:
 - 1) Second paragraph, second line
- 2) Insert your supplied URL and 800# in the bottom call to action.

SUPPLIED ARTWORK:

LOGOS / OTHER ART:

- 1) i529_Logo_AllPMS300.EPS

SUPPLIED FONTS:

TradeGothic

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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.



Send your child to college for less.

What will a private college education cost 5, 10, or 20 years from now? Independent 529 Plan gives you a flexible, guaranteed way to save thousands on your child's tuition.

You can redeem tuition at over 250[†] colleges and universities nationwide, including [College Name], and more are joining all the time. It's a great way to help your child follow in your footsteps or start a new private college tradition of their own.



To learn more,
visit www.i529.org/XXXXX
or call 1-8XX-XXX-XXXX.

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. 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.

[†]As of February 2007.