



## Promote your brand and leverage the nationwide reach of the CO-OP ATM network with this refreshed program of subsidized signage.

Credit unions asked for a consistent ATM surround design. CO-OP has responded with a new program that not only showcases your credit union's identity—it also strengthens recognition of the convenience you provide as part of a nationwide ATM network whose scope rivals the largest banks. CO-OP's signage program provides everything you need.

### What's In It For You

- Signage with a fresh, contemporary design that reinforces your brand image.
- Two tiers of materials tailored to fit a wide variety of terminals.
- Significant subsidies worth up to \$25,000 per year, per credit union, for CO-OP Card Processing clients.
- Identification with 30,000 highly recognizable credit union endpoints coast to coast.

### How Does It Work



1. Apply via the online application at [CO-OPfs.org/ATMSignageProgram](https://CO-OPfs.org/ATMSignageProgram).
  - Submission of an application is not a guarantee; subsidy is based on funds availability on a first-come, first-served basis.
2. Upon approval of your application, you will work with our exclusive partner, Companion Systems, to create the artwork and produce the signage.
  - They can be reached at **800.258.8082 Ext. 406** or [companionsystems.com](https://companionsystems.com).
3. Submit the estimate and artwork to CO-OP for approval before production.
  - Signage must contain your credit union logo and the CO-OP ATM logo (no other network logos can appear on the sign).
  - The CO-OP ATM logo must be displayed on at least 25% of the sign's surface.
  - Network identifier panels are not covered in the program, however your own panels must comply with network rules and display all network logos equally sized.
4. Once you receive approval on the estimate and artwork, you may have the signage produced. Please note that if materials are printed without first having the artwork approved by CO-OP, and the wrong logo is used and/or the materials do not meet requirements, CO-OP will not be responsible for reimbursement.
5. Submit the paid invoice and photos of the installed sign/topper/surround along with a W-9 form to CO-OP at [atmsignage@CO-OPfs.org](mailto:atmsignage@CO-OPfs.org) for reimbursement.

ATM Signage Program



## What's In It

### PROGRAM DETAILS FOR CO-OP CARD PROCESSING CLIENTS

Level	Description	Subsidy Amount
<p><b>TIER 1</b></p> 	<p><b>Signage</b> The CO-OP ATM logo must be displayed on at least 25% of available space.</p> <p><b>Toppers—Cash Dispenser and Full Function</b> With LED backlit sign.</p> <p><b>Enclosures</b></p> <p><b>Wraps</b></p>	Up to \$500 per ATM*
<p><b>TIER 2</b></p> 	<p><b>Surrounds</b> Can be used for both walk-up and drive-up through-the-wall ATMs with LED backlit lighting.</p> <p><b>Kiosks</b></p> <p><b>Canopies</b></p> <p><b>Island Identifiers</b></p> <p><b>Building/Street Signs</b></p>	Up to \$1,200 per ATM*

We realize you have built equity in your brand and color; the signage can be customized to complement your brand.

\*A CO-OP Card Processing client can receive a maximum of \$25,000 reimbursement dollars per year on any combination listed above. If your credit union participates in the surcharge-free CO-OP ATM network **only**, the subsidy is \$400 for Tier 1 and \$1,000 for Tier 2, up to a maximum of \$20,000 per year.

Questions about this program?  
Please email [marketing.requests@CO-OPfs.org](mailto:marketing.requests@CO-OPfs.org) or call 800.782.9042, ext. 7210.

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**Be There. Be More.**