



Promote your brand with subsidized ATM signage from CO-OP.

PROMOTE YOUR BRAND • DRIVE TRAFFIC • SAVE MONEY



Increase visibility of your CO-OP ATMs. Take advantage of a subsidized signage program that promotes your brand and CO-OP ATMs with materials ranging from toppers and wraps to building signs, kiosks and more. Showcase your credit union's identity. And strengthen recognition of the convenience you provide as part of a nationwide ATM network whose scope rivals the largest banks. CO-OP's ATM signage program provides everything you need.

Top Reasons to Use CO-OP's ATM Signage Program

- 1 Fresh, contemporary designs for all types** of ATM signage that reinforce your brand image
- 2 Two tiers of signage options** tailored to fit a wide variety of terminals
- 3 Significant subsidies** worth up to \$25,000 per year, per credit union
- 4 Coast-to-coast identification** with 30,000 highly recognizable credit union endpoints in all 50 states

Easy Steps to Enhance Signage:

1. Apply online at CO-OPfs.org/ATMSignageProgram*
2. Upon application approval, you will work with our exclusive partner, Companion Systems, to design your signage (800.258.8082 Ext.406 or companionsystems.com)
3. Submit estimate and artwork to CO-OP for approval before production
 - a. Signage must have your credit union logo and the CO-OP ATM logo
 - b. The CO-OP ATM logo must cover at least 25% of sign surface
 - c. Network identifier panels are not covered in the program; however they must comply with network rules and display all network logos equally sized
4. Following CO-OP's approval, Companion Systems will produce the signage**
5. Submit your paid invoice and photos of installed signage, along with a W-9 form, to CO-OP at atmsignage@CO-OPfs.org for reimbursement



*Submission of an application is not a guarantee; subsidy is based on funds availability on a first-come, first-served basis.

**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.



What's In It

PROGRAM DETAILS FOR CO-OP CARD PROCESSING CLIENTS

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

To leverage the equity you have built in your brand and color, 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.



Be There. Be More.



Is It Right for You?

Credit Union Challenges	CO-OP ATM Signage Program Solutions
I want to empower my ATMs to attract transactions from guest members.	Prominent signage advertises the most recognized national credit union ATM network.
I want a high-impact way to promote my credit union's brand to members and non-members.	Signage is customizable to feature your brand and colors in a highly visible external setting.
I need to give my ATMs a fresh, contemporary look within a limited marketing budget.	Subsidies make it easy and affordable to use professionally designed and produced signage.

Click here to find more answers in our

Tier 1 Topper Specs



Tier 2 Topper Specs



For more information, contact Business Development at 800.782.9042, option 2 or send an email to sales@CO-OPfs.org

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