



ACCESS

THE WORLD'S LARGEST DISCOUNT LOYALTY NETWORK



ACCESS® MARKETING GUIDE

ACCESS MARKETING GUIDE

This guide is designed to help you get the most out of the Access program. Whether you promote it to your members on your own or you take advantage of our customizable marketing solutions, we want to help you succeed.



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TOP 10 BEST PRACTICES

In this section, you'll find the secrets that our most successful clients already know: (1) make sure the program is easy to use, and (2) actively promote the value. We suggest you follow these best practices to maximize the engagement of your members in the program.

MAKE IT EASY

1 FEATURE THE LINK PROMINENTLY ON YOUR HOMEPAGE.

If it only takes one click to reach the savings, your members are more likely to come back time and again.



2 PLACE AN IMAGE OF THE CARD ON YOUR SITE.

This helps members make a connection between the card in their wallet and the savings available online. Plus, it's a clear signal to members as to where they should log in.

3 USE ACCESS WIDGETS.

Widgets are dynamic images that act as another portal into your savings site. We manage the content so they're very easy to use. And, the image rotates frequently to keep your site fresh and promote some of our most enticing offers.



4 INCLUDE AN ACTIVATION STICKER ON YOUR CARD.

This small sticker has proven to substantially amp up acquisition rates because people are familiar with the need to activate cards, having probably activated many other cards in their wallet.



5 PLACE CLEAR INSTRUCTIONS ON THE BACK OF YOUR CARD.

This gives your members confidence as they get started that the process is simple. Plus, it gives them a permanent place where they can return for a "refresher course" any time they need.



PROMOTE THE VALUE

SEND SAVINGS EMAILS.

Our customized savings emails have proven to be one of the most effective ways to keep your members actively engaged in the program. They are seasonally themed and feature merchants based on what your members are already looking for, like back-to-school supplies, holiday gifts, etc. Be sure to work with us to incorporate your email data file into our email marketing program so we can send emails two or three times a month on your behalf.



REQUIRE AN EMAIL ADDRESS AS YOUR PROGRAM'S MEMBER ID.

This has three benefits:

- It's easier for members to remember their log-in information, making them more likely to come back again and again.
- It makes email collection from your members virtually 100%.
- If you use our email verification process, you can be sure that each email address is valid.

TAKE ADVANTAGE OF PRINTED SAVINGS CERTIFICATES.

Our full-color savings certificates provide instant, tangible value to your members, whether as an introduction to the program or as a follow-up reminder. They can be used as statement stuffers, as part of a print brochure, or any of a number of channels to help drive member engagement. Plus, many of the offers send your members online to redeem, thus driving extra traffic to your website. Ask your sales rep for pricing.



USE THE SAVINGS CALCULATOR AS A SALES TOOL.

The Access Savings Calculator is an interactive tool that makes it easy for prospective members to see and understand the value of membership. By entering information about their everyday buying habits, members receive a custom estimate showing just how much the program can save them on dining, traveling, going to the movies and more.

MARKET THE PROGRAM!

From print advertisements and press releases to benefit guides and directories, we offer a variety of options that many of our most successful organizations use to market their programs. If you would like help from Access, we have many fully customizable options for you to choose from.





MARKETING ACCESS FAQs

In this section, you'll find the answers to some of our most frequently asked questions about promoting your Access program. We want to make your experience marketing Access as easy as possible, so if you still have questions or comments, don't hesitate to contact your account manager.

WHAT IS THE BEST WAY TO MARKET ACCESS TO MY MEMBERS?

We have an entire lineup of marketing materials we can customize for your organization including savings websites, membership cards, member emails, benefit guides and much more. For a complete list of marketing materials, turn to our "Marketing Products & Services," section on page 7.

DO YOU HAVE ANY RECOMMENDED LANGUAGE I CAN USE ON THE MARKETING PIECES I CREATE?

Sure! Starting on page 9, we have included some sample text that can be used to explain and market your program plus, if you would like promotional samples, contact your account manager. You can quote our text directly or use it for inspiration. As a point of clarification: when using our pieces, we ask that you do not copy the design of the piece or use the logos without written permission. We also ask that you not use the name Access or any of Access's trademarks or brands in your advertising, promotion, or other solicitation efforts of new members. If you do create your own materials, please send it to your account manager for approval before it is distributed. If you have any questions about your marketing materials, please contact your account manager. We would be happy to look over the piece for you and come up with alternative copy if necessary.

DO YOU PROVIDE DESIGN SERVICES?

Yes! Based on your budget, Access will produce any custom card, membership kit, specialized directory, printed material, portfolio or package to meet your specifications. Simply tell us your ideas and target cost-per-piece, and we will help you bring your vision to life. Please contact your account manager to discuss what we can do for you.



LOGO USE FAQs

In this section, you'll find the answers to some of our most frequently asked questions about using merchant logos. We want to make your experience marketing Access as easy as possible, so if you still have questions or comments, don't hesitate to contact your account manager.

CAN I USE YOUR MERCHANT LOGOS?

Access has been granted permission to use certain logos from national merchants on our websites and in printed materials. If a client wishes to create their own promotional materials for their program using merchant logos, Access must first obtain permission directly from the national merchant. The client organization may submit up to five national merchant logos for approval at a cost of \$100 per logo, payable by the client organization. The creative piece must be submitted to Access to obtain written approval from the merchant before the piece can be printed or pushed live on a website. However, if Access creates the materials, there is no cost to obtain written permission from the national merchants. As a reminder, with the exception of any websites hosted and maintained by Access, any use of Access names and marks as well as the use of any merchant names, brands and/or logos on the Internet is expressly prohibited. The use of Access trademark names and/or logos may not be used in any advertising, promotion or other solicitation efforts of new members.

ARE SOME LOGOS EASIER TO APPROVE THAN OTHERS?

Yes! When we request written approval on your behalf, some merchants generally take a few days to respond, while others take several weeks. If you'd like, we can help you select logos that are most likely to be approved in time to meet your deadline.

If you prefer, we can also create the piece for you. Our relationship with our merchant partners allows us to approve logos even faster. We even have a list of pre-approved logos that we have already received permission to use in Access-designed materials. If we create the piece and use only pre-approved logos per your instructions, you can use that piece as often and as much as you would like (though we recommend double checking with us to ensure your list of merchant partners is up to date).

HOW DO I START THE LOGO APPROVAL PROCESS FOR MATERIALS MY COMPANY HAS DESIGNED?

First, design your print piece or website (public facing or private), placing up to five merchant logos. Then, submit to us your preliminary design. It would also be helpful if you could provide us with additional information like audience demographic, quantity to be printed, etc.

We will then contact the merchants and obtain written permission to use the logos on that piece. Once permission has been granted, you will be free to begin using the website or printing the materials. The cost for this service is \$100 per logo.

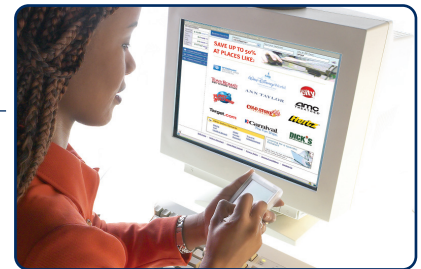


MARKETING PRODUCTS & SERVICES

In this section, you'll find descriptions of some of our most popular promotional tools and materials. All marketing products can be customized with your company's name, logo, images, color palette, etc. so that the product is clearly branded for your company.

CUSTOM SAVINGS WEBSITE

Your savings website packs all of Access' savings into one central website. Best of all, it links directly from your group's main website, driving traffic to your site as members log on in search of savings.



CUSTOM MEMBERSHIP CARD

Private-labeled to build loyalty with your membership base, the custom membership card acts as your organization's ID card as well as members' Access savings card. And since the card is often required for members to receive their discount, members have a compelling reason to carry your card with them at all times.



EMAIL MARKETING

Packed with timely offers, our bi-weekly emails include the perfect mix of local and national merchant discounts. Our emails have high open rates, a low opt-out rate and something even better—usage you can track. Plus, these emails are private-labeled and sent on your behalf so all you have to do is sit back and let the loyalty roll in.



BENEFITS GUIDE

Our custom-built benefit guides provide detailed information about your savings categories and serve as a tangible reminder of the benefits you provide. More importantly, you can customize your benefits guide to include any other information about the organization, including other benefits you provide, up-sell messages, renewal notices and more.





PORTFOLIOS

Designed to provide the easiest and best experience for members, Portfolios are professional, private-labeled kits that come complete with savings directories for our major categories, membership cards, benefit guides and more. Additionally, you can add your own print materials making Portfolios the perfect option for the ultimate Access experience.



SAVINGS CERTIFICATES

Built with the member experience in mind, our bundled savings certificates are a great way to introduce your members to the savings program and provide instant value to their membership. With private label and generic options available, savings certificates are the perfect companion piece to any introductory packet.



ACCESS PROFESSIONAL SERVICES

From marketing to customer service, we make sure you and your members have a great experience with Access. As a client, you'll enjoy:

- An in-house customer service team
- Professional marketing/creative services and IT solutions
- Specialized printing, packaging and fulfillment services





PROMOTIONAL COPY FOR YOUR USE

In this section, you'll find samples of phrases and paragraphs that we have found to be effective in explaining and promoting the program to members. Feel free to quote this text directly or use it as inspiration as you design your own materials. You can even copy and paste directly from this guide. Simply choose the select tool and highlight the text you would like to use. Though it is referred to as the Access program in this copy, we encourage you to use the name you picked for your program or club.

QUICK CLIPS

Here are some short phrases and calls to action that are often used in association with Access benefits:

- “Get up to 50% off from hundreds of the world’s best brands!”
- “Enjoy up to 50% off on [choose your benefits: dining, shopping, movies, travel, car & RV rental, hotel stays, condo stays, recreation, golf, ski & snowboard, health & beauty, automotive services] and more.”
- “Save up to 50% at over [XXX,000*] merchants nationwide!” [Note: We can help you discover how many locations are represented within your choice of categories.]
- “From local favorites to the world’s best brands, you can save BIG with your [insert program name here] membership!”
- “Saving money is as easy as 1, 2, 3!”
 1. Log in to [your website].
 2. Search for Savings by the ZIP Code where you are...or plan to be.
 3. Follow the redemption instructions for each business and enjoy the savings.”

CATEGORY DESCRIPTIONS

The following copy comes from the Access benefits guide, which describes each of our savings categories in further detail. With permission from Access and our merchant partners, each page can also be used to feature category-specific logos/brands that participate in the program.

INTRODUCTION

WELCOME TO [YOUR PROGRAM NAME HERE]!

UP TO 50% OFF. OVER [XXX,000*] LOCATIONS.

With [YOUR PROGRAM NAME HERE], there’s never a need to wait for a sale or hunt for a bargain. You always save BIG—up to 50% off—at over [XXX,000*] popular retailers nationwide. So finding what you want at a great price is easy...and saving is even easier!

**ENJOY MEMBERS-ONLY DEALS ON*:**

- Fine & casual dining
- Hotel stays
- Car rentals
- Vacation packages
- Luxury cruises
- Golf
- Ski & snowboard
- Movie tickets & video rentals
- Indoor & outdoor recreation
- And a lot more!

READY TO SAVE? LOG ON TODAY!

[YOUR PROGRAM NAME HERE] makes finding your favorite places to save easy. Just check out some of the great deals in this guide. Then, log on to the website printed on the back of your card to discover even more hot deals. Log on to discover:

- Savings near you (search by city and/or ZIP Code)
- Savings by category (“dining,” “golf,” “travel” and more)
- Savings at popular national providers

NEED HELP SAVING?

To speak with one of our member support representatives, call toll free at [your business’ dedicated toll-free number]. From all of us at [YOUR PROGRAM NAME HERE], we hope you enjoy the savings!

DINING

SAVE UP TO 50% ON DINING!

With [YOUR PROGRAM NAME HERE], you never have to look far for delicious deals on dining. Members save BIG money on fast food, fine & casual dining, take out, delivery and more at over [XX,000] local and national-chain restaurants nationwide.

SAMPLE THE SAVINGS ONLINE.

Just log on to the website printed on the back of your card to find your favorite savings by city and/or ZIP Code. Offers vary, so be sure to follow each location’s specific savings instructions posted online.

HOTELS

SAVE UP TO 20% ON HOTEL STAYS!

[YOUR PROGRAM NAME HERE] members save up to 20% off the standard rate at thousands of hotels nationwide. So no matter if you’re looking for a five-star favorite in the middle of town or a quiet retreat in the middle of nowhere, you’ll always tuck away great savings.

PLACES TO SAVE.

Just log on to the website printed on the back of your card to find your favorite savings by city and/or ZIP Code. Offers vary, so be sure to follow the instructions posted online.



CAR RENTAL

SAVE BIG ON CAR & RV RENTALS!

With thousands of participating car rental locations nationwide offering members-only deals, it's easy to drive away with savings. Plus, [YOUR PROGRAM NAME HERE] members save on RV rentals. So no matter what you're looking for, you'll find savings in all sizes.

CRUISE ONLINE AND SAVE.

Just log on to the website printed on the back of your card to find your favorite savings by city and/or ZIP Code. Offers vary, so be sure to follow each location's specific savings instructions.

CRUISES

SAVE BIG ON CRUISES!

There's plenty to enjoy on a cruise—sun-soaked decks, delectable cuisine, great entertainment, plentiful activities and more. Plus, with the deep discounts [YOUR PROGRAM NAME HERE] members receive, you'll sail away with a boatload of savings.

SET SAIL & SEE THE WORLD:

- Alaska
- Hawaii
- Mexico
- New Zealand
- Europe
- Africa
- Australia
- Bahamas
- And more!

SURF ONLINE FOR SAVINGS.

Just log on to the website printed on the back of your card to find your favorite savings by city and/or ZIP Code. Offers vary, so be sure to follow each location's specific savings instructions.

GOLF

SAVE UP TO 50% ON GOLF!

As an [YOUR PROGRAM NAME HERE] member, you'll sink savings into your wallet on golf, gear, rentals, apparel and more. Whether you're driving to Myrtle Beach or Monterey, you'll save big at golf courses worldwide. Plus, members score savings on everything from putters to polo shirts. So you can play the course...and keep the green.

SWING INTO SAVINGS ON:

- Rounds of golf
- Professional golf instruction
- Complete golf vacation packages
- Brand-name golf apparel
- Equipment, balls, carts & rentals
- And more!

DROP ONLINE AND SAVE.

Just log on to the website printed on the back of your card to find your favorite savings by city and/or ZIP Code. Offers vary, so be sure to follow each location's specific savings instructions.



SKIING & SNOWBOARDING

SAVE UP TO 50% ON SKIING & SNOWBOARDING!

Clear skies...a cool breeze...fresh powder and a wallet packed with savings. For [YOUR PROGRAM NAME HERE] members, every skiing adventure is a savings wonderland. From Vermont to California, there's a mountain of savings waiting for you with [YOUR PROGRAM NAME HERE].

CARVE YOURSELF SOME DEALS ON:

- Lift tickets
- Professional instruction
- Ski & snowboard rentals
- Vacation packages
- Lodging
- And more!

GET AN EDGE. GO ONLINE AND SAVE.

Just log on to the website printed on the back of your card to find your favorite savings by city and/or ZIP Code. Offers vary, so be sure to follow each location's specific savings instructions.

MOVIES

SAVE UP TO 50% ON MOVIES!

Whether in the theater or at home, [YOUR PROGRAM NAME HERE] members always save on their favorite flicks. Just head online to discover great deals on DVD rentals and movie passes. So kick your feet up and pop in a DVD...or catch a show on the big screen. You're walking the red carpet of savings.

SHOW YOURSELF THE SAVINGS...ONLINE.

Just log on to the website printed on the back of your card to find your favorite savings. Offers vary, so be sure to follow each location's specific savings instructions.

RECREATION

SAVE UP TO 50% ON RECREATION!

With [YOUR PROGRAM NAME HERE], you'll spend more time—and a lot less money—enjoying your favorite activities. Whether your idea of fun is being whisked away on a hot air balloon ride, catching a major league game, rolling into your local bowling center or screaming down the rollercoaster track, [YOUR PROGRAM NAME HERE] has your fun...and your savings.

ENJOY MORE GREAT SAVINGS ONLINE.

Just log on to the website printed on the back of your card to find your favorite savings by city and/or ZIP Code. Offers vary, so be sure to follow each location's specific savings instructions.



HEALTH & BEAUTY

SAVE UP TO 50% ON HEALTH & BEAUTY!

With gorgeous deals on cosmetics, eye care, fitness solutions and more, [YOUR PROGRAM NAME HERE] can save you a pretty penny. Whether it's a cut and color at your favorite salon or a membership at the local gym, savings from [YOUR PROGRAM NAME HERE] will get you looking and feeling your best.

FIND BEAUTIFUL SAVINGS ONLINE AND SAVE.

Just log on to the website printed on the back of your card to find your favorite savings by city and/or ZIP Code. Offers vary, so be sure to follow each location's specific savings instructions.

SHOPPING

SAVE UP TO 50% ON SHOPPING!

Fill your shopping cart with savings from [YOUR PROGRAM NAME HERE]! Whether you're looking for back-to-school supplies, holiday gifts, a new outfit or something for the home, [YOUR PROGRAM NAME HERE] helps you ring up for less than you'd expect.

FILL YOUR BAGS WITH DEALS ON:

- Fashion & Apparel
- Flowers & Gifts
- Music & Movies
- Consumer Electronics
- Home & Garden
- And more!

ONLINE SAVINGS DELIVERED RIGHT TO YOUR DOOR.

Just log on to the website printed on the back of your card to find your favorite savings by city and/or ZIP Code. Offers vary, so be sure to follow each location's specific savings instructions.

SERVICES

SAVE UP TO 50% ON SERVICES!

How may [YOUR PROGRAM NAME HERE] be of service to you today? Whether your cell phone needs a little service or your carpet needs a little cleaning, [YOUR PROGRAM NAME HERE] has a lot of savings to offer.

SERVE UP SOME DEALS ON:

- Cell Phone & Internet
- Satellite TV
- Cleaning Services
- Moving/Storage
- And more!

SAVINGS. AT YOUR SERVICE.

Just log on to the website printed on the back of your card to find your favorite savings by city and/or ZIP Code. Offers vary, so be sure to follow each location's specific savings instructions.



TRAVEL

SAVE UP TO 50% ON TRAVEL!

Pack your bags and get ready. [YOUR PROGRAM NAME HERE] is about to stuff your wallet full of savings. From the hotel across town to a cruise on the other side of the world, [YOUR PROGRAM NAME HERE] gets you there for less.

HIT THE ROAD WITH PACKAGE DEALS ON:

- Hotels & Condos
- Car Rental
- Cruises
- And more!

TRAVEL ONLINE AND SAVE.

Just log on to the website printed on the back of your card to find your favorite savings by city and/or ZIP Code. Offers vary, so be sure to follow each location's specific savings instructions.

AUTOMOTIVE

SAVE UP TO 50% ON AUTO SERVICES AND REPAIR!

Pull in and park it for automotive savings from [YOUR PROGRAM NAME HERE]. From oil changes and routine maintenance to bodywork and emergency repairs, [YOUR PROGRAM NAME HERE] can help you keep your car running and looking its best...for less!

HONK FOR DEALS ON:

- Oil Changes
- Repair & Service
- Safety Inspections
- Auto Body & Paint
- And more!

SAVINGS. ON THE MOVE.

Just log on to the website printed on the back of your card to find your favorite savings by city and/or ZIP Code. Offers vary, so be sure to follow each location's specific savings instructions.