

Marketing Communications

Integrated and targeted, print-on-demand communication solutions





One-to-One Marketing

Targeted Communication Solutions Hit the Mark.

Maximize the return on your marketing investment with made-to-order communications. No matter which delivery mediums your marketing programs include, our technologies support communications tailored to the individual, occasion, market or product, making highly-effective customer touch points.

Postcard Printing

Postcards offer an economical and effective means of reaching your target audience. This flexible application allows you to fuse variable data with design elements for effective messages. Whether it's full digital color or offset shells with Inkjet Addressing, we are positioned to uniquely meet your postcard printing needs.

Brochures and Booklets

NCP empowers you to leverage the use of full-color brochures and booklets to facilitate the delivery of direct marketing campaigns, sales/marketing collateral and training/educational materials. Our technology platforms enable clients to incorporate variable information and images to add impact, while maintaining control of brand requirements.



Member ID and Loyalty Cards

An effective letter/ID card combination can serve as a vehicle to increase your customers' confidence in your organization's ability to deliver on its brand promise. It can also serve as a miniature billboard in your customer's wallet to strengthen brand awareness and loyalty. Utilizing database information gathered from your customers' purchase habits and preferences, specific behaviors and actions, NCP will work with you to develop customized, personalized card communications that elicit response and reflect your professional image.


Newsletters and Flyers

The best results are obtained when newsletters and flyers are delivered consistently, make customers feel understood, and include business-critical information. Our variable collateral printing technologies support the personalization of your newsletter to a specific market or product while communicating a unified corporate message.

TransPromo

Get your promotional messages noticed by incorporating them into your transactional documents. By utilizing this regular and trusted touch point to cross-sell and up-sell other products and services, the transactional expense is transformed into a revenue-generator.

- Integrate marketing messages into statements to reduce expense of additional mailings
- Apply highlight color to draw attention to important information
- Promotional options include b&w text, variable messaging and static, full-color inserts
- Engage readers with highly-visible promotional onserts



5200 East Lake Blvd.
Birmingham, AL 35217-3546
205.421.7004
www.ncpsolutions.com

MONTHLY BILLING STATEMENT

Loan Number: **12345678901**
Statement Date: 01/01/11

Monthly Installment Due 467.18
Past Due Installments 0.00
Outstanding Late Charges/Fees 0.00
Total Amount Due 467.18

LOAN ACTIVITY SINCE LAST STATEMENT

Date	Description	Principal	Interest	Late Charge	EscrowM	isc	Total
10/17/10	10/15/10 - Payment Posted	44.50	422.68				467.18
11/17/10	11/15/10 - Payment Posted	44.91	422.27				467.18
12/19/10	12/15/10 - Payment Posted	45.34	421.84				467.18
01/18/11	01/15/11 - Payment Posted	45.76	421.42				467.18

LOAN SUMMARY

Principal Balance*	Interest Paid Year-to-Date	Escrow Balance	Taxes Paid Year-to-Date	Unapplied Funds
\$44,905.65	\$421.42	\$0.00	\$0.00	\$0.00

*This is your Principal Balance only, not the amount required to pay your loan in full.

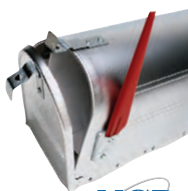
IMPORTANT INFORMATION

Improve the effectiveness of special messages, promotional offers or past due notifications with the use of highlight color.

Is Your Customer's Check REALLY in the Mail?

NCP's Payment Tracking service provides the status of inbound payments so you can focus on actual delinquencies, while avoiding the expense of needless collection calls and letters. **Contact a Sales Consultant at 205.421.7004 to learn more!**

Making Customer Connections™



DETACH AND RETURN WITH YOUR PAYMENT

NCP SOLUTIONS
5200 EAST LAKE BLVD
BIRMINGHAM AL 35217-3546

Make checks payable to:
NCP Solutions

Check if your address has changed and fill out form on reverse side.

Loan Number: 12345678901
Payment Due Date: 01/15/11
Current Payment: 467.18
Past Due Payment: 0.00
TOTAL AMOUNT NOW DUE: 467.18

NCP STATEMENT SAMPLE
5200 EAST LAKE BLVD
BIRMINGHAM AL 35217-3546

025632003000011234567890000000000123456789



Checkletters and Convenience Checks

Breathe life into dormant accounts, welcome new customers and reward those with preferred status with checkletters and convenience checks. Whether chosen from our library or custom designed, these products are effective marketing tools for stimulating account activity.

Kit Fulfillment

Put our experience to work for your upcoming campaigns. For over 30 years, clients have depended on the accuracy and reliability of NCP's fulfillment support capability. We specialize in the assembly and distribution of promotional packages, welcome kits, point-of-sale and sample materials. No matter the demands of your fulfillment needs, we have the expertise to serve you and your customers.

Affinity Marketing

Generate additional revenue by incorporating inserts, onserts, bangtail envelopes or advertiser-funded additional pages into your existing mailings.



Web-to-Print

Simplify campaign management with Web-to-Print. This feature-rich application supports:

- 24/7 access to direct mail and collateral management & fulfillment
- Document modification, customization, personalization & proofing
- Corporate control of content & branding
- Print-on-Demand

Further enhance your document delivery with additional print, mail and electronic services:

Electronic Services

- Job Tracking and Reporting
- Document Archiving
- Collateral Management
- ePresentment & Payment
- Collaborative Document Management

Mail Services

- Address Hygiene & Address Updating
- Mail Tracking
- Inkjet Addressing
- Return Mail Processing

Transactional Communications

- Statements & Invoices
- Payment Coupon Books
- Checkletters & Convenience Checks
- Letters and Compliance Documents

About Us

For over 35 years, clients have relied upon our industry-leading expertise to optimize the effectiveness of their critical business communications. Leaving nothing to chance, NCP operates two separate production facilities where accuracy, security and reliability serve as the cornerstone of service delivery; freeing clients to focus on core business needs. Let us demonstrate how our advanced solutions can adeptly address your communications challenges.

Corporate Headquarters

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