

THE CHEST csi 44830

PZ-5003/Puzzle Piece Traffic Builder

ABNB Federal Credit Union was having a grand opening and chose the PZ-5003 postcard and display board for their direct mail piece as an invitation. The postcard was mailed to all invitees. The card included the address and hours of the event. Instructions were printed to punch out puzzle piece on inside back of card and bring to the Credit Union to see if the recipient won a computer/printer, TV and other prizes.

At the Credit Union, a 14" x 19" board with easel was on display. This display board had 3 cut-outs, each puzzle piece cut required different shaped puzzle piece to fit. The three cut-out choices were: Computer/Printer - TV - Other Prizes. There was one postcard made to fit each the Computer Printer and TV puzzle piece area, and the balance of puzzle pieces fit "other prizes" puzzle piece area.



ARNB
FEDERAL CREDIT UNION'S
**GRAND
OPENING**

Computer
prizes

T.V.

Other
prizes

Great Gifts... Great Rates... Great Service!
July 9th, 2002

The poster is rectangular with a light background and a decorative border. It features three balloons: a yellow one on the left with 'Computer prizes', a red one in the center with 'T.V.', and a blue one on the right with 'Other prizes'. The text is arranged in a clear, celebratory layout.