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## PRICING PHILOSOPHY

One of the cornerstones of our industry is adherence to the cooperative principles that differentiate credit unions from other financial services providers. Like your credit union, CU\*Answers is also a cooperative, 100% owned by our customer-owners. As such, we feel it is a mandate to provide full disclosure when it comes to pricing of our products and services so we can walk the talk on our philosophy of charging only when we have to, not simply because we can.

For our CUSO, pricing our offerings is very straight forward: we take on the perspective of a customer-owned partner whose ultimate goal is the financial success of the credit unions we serve. Our pricing models are designed to help facilitate the growth and sustainability of our credit union partners while investing in their futures through shared technology development, and, as importantly, ownership of that technology. THE MANUFACTURER'S ADVANTAGE

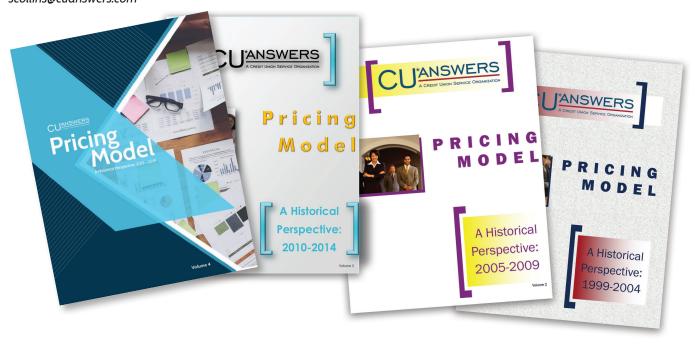
To that end, we believe that the pricing in this year's Guide meets our goal of being disruptive to the established core data processing pricing methodology that exists in our industry. The sheer breadth and depth of our offerings is a source of pride for our cooperative. With that in mind, I encourage your teams to get familiar with our CU\*Answers Online Store, an excellent reference catalogue that gets upadted periodically throught the year. I hope that



this document is a catalyst for all who read it to dig a little deeper into not only our products and services, but also our business model and our people.

Have a great 2023!

Scott Collins EVP of National Sales and Marketplace Relationships scollins@cuanswers.com



## THE 7 CORNERSTONES OF THE PRICING PHILSOPHY

As a cooperative, we remind ourselves that each and every time a client remits a payment, that paid invoice is an investment, not simply a transaction for services rendered. Therefore, our price should be based on our continued ability to innovate, carry forward as an ongoing concern, and ultimately, add to the collective capital of the credit union system. The expected return from our service is truly not reflected only in a price. It is based on seven simple concepts that we hope our clients will leverage to gain the ultimate return on every dollar they spend on our services:

- 1 THE POWER OF OWNERSHIP
- 2 A FOCUS ON UTILIZATION
- BE THE BEST YOU CAN BE
- 4 FIRST TO IMPLEMENT

- GUARANTEEING THE DIFFERENCE
- 6 THE VALUE OF EQUITY
- **7** RETURN ON INVESTMENT

## LEARN MORE

This Pricing Guide is a snapshot in time, and is modified annually. To fully understand our pricing philosophy as a cooperative CUSO, take a look at our Historical Pricing Perspective Series. Contact the Sales Team for copies at <a href="mailto:sales@cuanswers.com">sales@cuanswers.com</a>.

# WOLUME 1: 1999 - 2004 VOLUME 2: 2005 - 2009 VOLUME 3: 2010 - 2014 VOLUME 4: 2015-2019

A. TECHNOLOGY INFRASTRUCTURE	One Time Charges	Monthly
IBM Power i Server Hardware, Operating System, LegaSuite, 1-year IBM maint./support	\$40K - \$160K	\$150 - \$350
B. CU*BASE OPSENGINE - PRODUCTION	One Time Charges	Monthly
Stand-By Remote Operations (1X /mo. test requirement) 1 - 10,000 members 10,001 - 20,000 members Over 20,000 members	\$750	\$50/day \$75/day \$100/day
CU*BASE OPSENGINE - TOOLS (subject to COLA increases)	One Time Charges	Monthly
CU*BASE Application: Multi-Processor License Fee –Per Member Under 25,000 Members 25,001 - 50,000 Members 50,001 - 100,000 Members 100,001 + Members License & Software Maintenance Application/Operations Help Desk Support (Partner)	\$8 \$7 \$6 \$5 n/a n/a	n/a n/a n/a n/a \$0.25/member/month \$0.05/member/month
Automation Processing Support (special support requests, scheduling changes, issue resolution)	n/a	\$125/hour (one hour minimum)
ACH Continuity Partner (ACH Recovery Partner Service)	\$100/test	\$50/year (invoiced annually 10-1)
Backup Assessment (data backup analysis & recommendation)	\$500 + T&E	n/a
Custom Automation Projects/Programming	Quote Provided	\$125/hour
<b>Defense DB</b> (field level encryption powered by Help Systems) Production Server license & Support High Availability Server	\$1,500 \$7K - \$9K n/a	\$150 - \$300 \$125 - \$200
DefenseMD (backup tape encryption powered by Precisely) Production Server license & support High Availability Server	\$5K - \$10K \$2.5K - \$5K	\$175 \$100
i-Plan for Production (comprehensive technical service/ support plan for CU*BASE core server)	n/a	\$500
i-Plan for High Availability (comprehensive support plan for CU*BASE HA server) Power-i High Availability Server (1 year maint./support) Data Replication Software HA Server Hosting (at CU*Answers Data Center) HA Server Hosting (at Site-Four Data Center)	\$2,500 Quote Provided Quote Provided Quote Provided Quote Provided	\$750  Quote Provided Quote Provided Quote Provided Quote Provided Quote Provided
OPER Audit (audit, alerting & reporting toolset powered by SEA)	\$1000 set-up \$6K - \$9K license	\$150 - \$250
OPER Firewall (iShield Security) (intrusion detection & prevention for core system powered by SEA)	\$4K - \$10K set-up \$6K - \$9K license	\$200

CU*BASE OPSENGINE - SERVICES	One Time Charges	Monthly	
OpsEngine Automation Suite (includes Automation suite maintenance, application updates, object maintenance)	\$2,500	\$500 - \$995 (covers license and app. maintenance)	
OpsEngine Training ISO Environment Operations (card switch operations) Automation Training (per OpsEngine Automation Suite) Special Training Requests	Quote Provided	n/a	
Optimized End of Month (EOM) Automation	\$1,500	\$50/month (maintenance)	
Performance Management Toolkit Powered by MPG (predictive analysis of core CU*BASE server life cycle)	\$4,000	\$200 - \$400	
Processing/Workflow Review (operations & run sheet audit)	\$1,000 + T&E	n/a	
24/7 Automation Monitoring (EFT and system messages)	\$500	\$100	
Financial Institution Data Match (FIDM)	n/a	\$125/quarter	
For OpsENGINE service details visit http://www.cuanswers.com/solutions/opsengine/			



More than just a service provider, CU\* Answers Network Services is an extension of your staff with the expertise to cut through the confusion and deliver the solutions you need at a price you can afford.

www.cuanswers.com/solutions/network-services/



### C. E-COMMERCE FEE

Includes It's Me 247 with PIB multi-layered security, E-Statements, e-Notices, e-Alerts, Mobile Web Banking, online Audio Response usage fee (up to a \$300 credit for CU installed IVR unit)

		One Time Charges	Monthly
# of Members	1 - 2,000	n/a	Waived
	2,001 - 3,000	n/a	\$450
	3,001 - 5,000	n/a	\$810
	5,001 - 10,000	n/a	\$1,050
	10,001 - 15,000	n/a	\$1,600
	15,001 - 30,000	n/a	\$2,300
	30,001 - 50,000	n/a	\$3,500
	50,001 - 75,000	n/a	\$5,000
	75,001 +	n/a	\$7,500
	nt Transfers (A2A) billed by MagicWrighter bit and credit ACH transaction)	n/a	\$1,995 annual maint. fee by wr + \$0.40/transaction
E-Direct Mail (ma	rketing messages sent by CU*BASE)	n/a	Free
e-Statements (int	ernal CU staff)	n/a	Upload Fee

IN-HOUSE PRICING Provided by CU*Answ	vers	
D. E-COMMERCE (MISC. ONLINE BANKING FEES)	One Time Charges	Monthly
It's Me 247 Online Bill Payment and Presentment (conversions fee)	from existing bill pay pro	gram may incur various 3rd party
VAR Relationships (Bill Pay) Payveris (+ other misc. vendor fees*) Set-up/implementation fee CU*A Programming fee Transaction fee e-Bill Present P2P (person-to-person) P2P only (clients not using Payveris for BillPay) Paywatch (fraud detection) *See Settlemint Online Store for other misc. passthru fees	\$1,061 Quote Provided n/a n/a n/a Quote Provided n/a	n/a n/a \$0.642/transaction \$0.266/active e-Bill \$0.642/transaction \$0.642/transaction No Charge
iPay (+ other misc. vendor fees) Set-up/implementation fee Transaction fee Single Sign-on fee –CUs on CU*A paper Single Sign-on fee – CUs not on CU*A Paper	Quote Provided n/a n/a Quote Provided	n/a \$0.675/transaction No Charge \$25
Additional (iPay) Supported Services: Annual Compliance  Business Bill Pay (smaller business online bill payment suite)  Bill Simple (automated business invoicing, receivables tracking, payment system)	\$495 Contact Earnings Edge Contact Earnings Edge	Contact Earnings Edge  Contact Earnings Edge
(Contact Earnings Edge for additional iPay Business Bill Pay; BillSimple p	ı pricing details/ considerat	ions)
Non-VAR Relationships (Bill Pay)  SSO Connectivity/Support Fee (per CU*A supported vendors)	CU/vendor negotiated contract Quote Provided	CU/vendor negotiated contract
First 1 - 3,000 Members 3,001 - 6,000 Members 6,001 - 10,000 Members 10,001 - 15,000 Members 15,001 - 25,000 Members 25,001 - 50,000 Members 50,001+ Members Client responsible for all CU*A/3rd-party vendor - 1 time and monthly recurring fees	n/a n/a n/a n/a n/a n/a n/a	n/a \$150 \$250 \$400 \$650 \$1,000 \$2,000
Mobile Banking (powered by CU*Answers) It's Me 247 Mobile Web Banking It's Me 247 Text Banking It's Me 247 Mobile App CLI*Answers	n/a n/a	Free (included in e-Commerce pkg.) \$.0350/1-2 way text

See Page 14 Quote Provided

Store

Free (special requests quoted separately)
Quote Provided

See Ancillary Guide Page 11 or the IRSC Online

CU\*Answers

CU Selected 3rd-Party Partner

**CU Publisher Self Service Options** 

E. OPTIONAL SELF SERVICE CUSTOM BRANDING (VIA INTERNET RETAILER SUPPORT CENTER - IRSC)	One Time Charges	Monthly
<b>Video Customization Service</b> (ability to brand It's Me 247 how-to-videos with CU log, text, voice, software display options)	Quote Provided	n/a

F. REMOTE DEPOSIT CAPTURE (OPSENGINE SERVICE)	One Time Charges	Monthly	
RDC-IQ (near real-time) Posting Services	\$500	\$25/month	
Prices in section F. are CU*Answers Ops Fees only. See Ancillary Pricing Guide for EDOC innovations fees for RDC.			

G. AUDIO RESPONSE FEES	One Time Charges	Monthly
Applicable WATS Line Charge (shared with multiple CUs)	n/a	\$0.025/minute
Dedicated CU*Talk Phone Number	n/a	\$25
Spanish Vocabulary Option (online - via CU*Answers)	Free	n/a (custom changes separate)
Audio Response Unit Access Fee (if installed locally)	n/a	\$250 + maint./support
Audio Response Custom Live Greetings (.wav files)	Quoted (minimum \$250)	n/a



H. ATM, DEBIT AND CREDIT CARD PROCESSING (INSTANT CARD ISSUE OPTIONS AVAILABLE)	One Time Charges	Monthly
ATM/Debit Card Network Interface	n/a	\$500/network
ATM/Debit Card Processing - Online interface Member Access Processing Interface Existing online Network set-up New online Network set-up (per network)	\$5,000 \$9,000 Quote Provided	n/a NEW OPTIO
Credit Card Transactions (online)	n/a	\$0.09/transaction (reduced fee if CU uses MAP for online credit cards)
Credit Card Rewards Points (file receive/posted) Existing Vendor New Vendor	\$1,000 Quote Provided	n/a n/a
Credit Card - Batch Process	See OTB section (pg. 11)	n/a
Credit Card - Online Servicing via CU*BASE (new vendor interface)	Quote Provided	n/a
Credit Card - Batch to Online Conversion	Free	n/a
Credit Card, ATM/Debit - Online to Online Conversion	Quote Provided	n/a
Credit Card, ATM/Debit Mass Reissue	\$2,500 (minimum)	n/a
Limit Floods or BIN Additions (ATM/Debit; Credit Cards)	Quote Provided	n/a
Digital Issuance (CU*BASE Fees only; other vendor fees may apply) Under 2K Tier 1 = <75K transactions Tier 2 = 75K - 250K transactions Tier 3 = >250K transactions	\$750 set-up fee	Free \$50 \$150 \$250
I. BUSINESS COMMUNICATIONS (DOES NOT INCLUDE 3RD PARTY VENDOR FEES)	One Time Charges	Monthly
FUEL Automated Decision Model (decision modeling)	\$3,500	\$0.05/decision (after initial 12 months)
QualiFile Risk Assessment	\$500	\$0.50/report
Communication Line to CU*Answers EBN MPLS and VPN options available	Quote Provided	Quote Provided
Credit Bureau Retrieval (Equifax, TransUnion, Experian) via ZOOT Credit Bureau or Sync1 Systems (storing credit reports for life of loan, automated debt population to loan application, full marketing/CRM of all member credit reports)	n/a	\$0.75/file accessed (+ applicable bureau fee - contact CU*A for discounted national bureau pricing)
CU*BASE Reports/Statement Archival Transmission Set-up (non-CU*A Document imaging solutions)	\$1,000	n/a
Experian ID Verification	Contact Earnings	Edge for other options
Experian Commercial ID Verification	Contact Earnings	Edge for other options
Kasasa File Transmissions (formerly BancVue)	\$2,500	n/a
Loan Insurance File Processing (e.g CPI) Existing Vendor New Vendor	\$500 (minimum) \$1,000 (minimum)	n/a n/a
3rd Party LOS (Loan Origination System) offered by Sync1, Meridian Link and CU*Direct	See Ancillary Pricing Guide	See Ancillary Pricing Guide

Extended Business Network (EBN) It's Me 247, e-Statements, Credit Bureau, Select 3rd-Party		
Vendor Access, optional Data Replication	\$5,000	Quote Provided
MCIF Downloads (Raddon)	\$1,000	\$250 annual maint. fee
Network Hardware - EBN	Quote Provided	Quote Provided

J. OFF-TRIAL-BALANCE SERVICE (FOR THIRD PARTY SERVICED MEMBER ACCOUNTS)	One-time Charges	Monthly
OTB Analytics - Dashboard Integrations (of 3rd-party data) OTB Master File Exchange (per OTB vendor supported)	Custom Bid (per Dashboard Option)	n/a
Existing OTB Vendor	\$500 (minimum)	n/a
New OTB Vendor	\$6,000 (minimum)	n/a
OTB Payment File Exchange (per OTB vendor supported)		
New or Existing OTB Vendor  OTB SSO Online Links (per OTB vendor supported)	Included in Master File set-up	Included in Master File fee
Existing OTB SSO Vendor	\$500 (minimum)	\$25 (1-3 connections)
New OTB SSO Vendor	\$500 (minimum)	\$75 (4+ connections)
OTB Transaction File Exchange (per OTB vendor supported)		φ, σ ( r σσσσσ,
New or Existing OTB Vendor (adding transactions from a 3rd-party into CU*BASE)	\$5,000 (minimum)	n/a

\*File transmissions from CU\*BASE Snapshot Library carry the base \$100 monthly fee. File transmissions coming from CU\*BASE FILEXX carry a \$200 monthly fee.

K. CU*ARCHIVE AN	ID DOCUMENT IMAGE SOLUTIONS	One Time Charges	Monthly
Media Supply (per C	CU*Answers chosen media type)	n/a	\$10 each
Loan Forms Archivi	ng (+ media)	n/a	\$50/quarter
Receipt Archiving (+	media)	n/a	\$50/quarter
Report Archiving (+	media)		Monthly fee
# of Members	1 - 5,000 5,001 - 7,500 7,501 - 10,000 10,001 - 15,000 15,001 +	n/a n/a n/a n/a n/a	\$50 \$100 \$175 \$300 \$600
# of Members	g (regular, CCs, & mortgage) (+ media) 1 - 5,000 5,001 - 7,500 7,501 - 10,000 10,001 - 15,000 15,001 +	n/a n/a n/a n/a n/a	Quarterly fee \$50 \$100 \$175 \$300 \$600
Re-creation of Archive Media		n/a	\$100 (+ media)
Offsite Media Storage at CU*Answers (original copy)		n/a	\$2.50 (billed annually in advance)
		\$3,000 + applicable SwiftView software license fee, hardware, e-forms programming & T&E (no monthly charge) **No fee if only CU*BASE Reports & stmts.	Quote Provided

CU*Answers Enhanced Online Solutions	See Ancillary Pricing Guide	See Ancillary Pricing Guide	
CU*Answers In-house Imaging Solutions (multiple options) Receipts, photo IDs, loan & misc. forms, loan packaging, member document portal, CU*BASE reports and state- ments, e-sig capability	Quote Provided	Quote Provided	
Third-Party Online or In-House Document Imaging Solution	Quote Provided	Quote Provided	
L. SHARED BRANCHING	One Time Charges	Ionthly Support Fees	
CO-OP Shared Branch Network (previously CUSC and FSCC)			
Issuer One-time set-up (plus CO-OP related fees) Acquirer Branch acquirer processing fee (unlimited branches) Data line - Monthly fee (for either Issuer or Acquirer)	\$1,500 n/a n/a	\$250 Client Responsibility	
Other National Shared Branch Networks	Quote Provided	Quote Provided	

M. MISCELLANEOUS PROCESSING CHARGES	Cost
5498, 1099 and/or 1098 Processing and Laser Print (postage separate)	Quoted Annually
AnswerBook, CU*BASE Documentation Guides and Reference Materials	Free Service via Online Help & cuanswers.com
CU*Answers University Online Campus (basic) Full Credit Union Online Campus (via CU*Training Inc.)	Free Service Quote Provided
Custom Training Edition (CTE) (CU*BASE Sandbox using member data of the credit union in a restricted environment) - Initial training files configuration - 2 hours remote workstation support (CNS) - 4 hours remote staff training (during 1st month) - Data refresh/each quarter - Special Requests	\$2,000 set-up fee + \$250/month  Quote Provided
CU*BASE Member Demographics (messaging tool for visually comparing member addresses to CU offices and ATM locations)	\$1,000- \$1,500 (repopulation of data recommended annually - quote provided)
Dividend Regeneration	\$125 each
End of Month Data Re-Load	\$25
End of Month Processing Verification	\$50

M. MISCELLANEOUS PROCESSING CHARGES (CONT.)	Cost
Mobile App Custom Online Form Generator/Request Generator	Free
Mobile App (CU*A developed wrapper-style app; must complete requirements)	\$250 deployment fee (per Operating System)
MACO (Multiple Authentication Convenience Options)	\$1.80/user/year prepaid (\$2.25 true-up)
MEV (Membership Eligibility Verification)	Free
CU Publisher Self Service (see Online Store for more details)  Mobile Manager  CU Info  Form Generator  Request Center  Mobile Alerts  It's Me 247 Manager	\$50/month \$20/month \$20/month Included \$50/month Visit IRSC Store for more details
MAP - Membership Application Process Site (IRSC product)  1 Site 2 + Sites (for targeted SEGS/audiences)	Free \$100 set-up + \$20/month/site
MOP - Membership Opening Process (online)  Experian Precise ID Verification  Account Funding  Other Account Funding Options	Free \$750 + \$1.34/txn (billed by Experian) Fees billed to the CU client by MagicWrighter
MAP + (MAP plus Experian Precise ID Verification)  1 Site 2 + Sites (for targeted SEGS/audiences)  Experian Precise ID Verification	Free \$100 set-up + \$20/site \$750 + \$1.34/transaction (billed by Experian)
Mobile Experience Center (showcase CU mobile app store)	Free
ITM Integration With Hyosung	Quote Provided; See Online Store



Analytics Booth enables you to understand your credit union better than ever before. You'll never have to say you don't know the latest information happening right now. Your credit union's vitals are at your fingertips.





N. CUSTOM PROGRAMMING	Cost
Check Images (retrieved via single 3rd-party; includes member check and Check 21 "counter kill/on-us" images)  Existing CU*BASE supported format Alloya supported format Other vendor formats	\$2,000 \$2,500 \$3,500
Check Images Retrieved via 3rd-Parties (non-CU*A)	Quote Provided
Check Processor Set-up Initial Configuration at Conversion Changed Vendor (if not CU*A) New Vendor for CU*A	\$2,500 \$1,500 (minimum) \$5,000 (minimum)
Check Processor (recurring fee - if multiple check processors utilized)	\$100/month (each additional)
Corporate Check File (received via 3rd-party for check reconciliation)	\$500
Corporate, Starter/Replacement Checks; Money Order Set-up Address Change (only) Corporate Check/Money Order Logo Change Logo Edits (after first 10 days) Signature Change (only)	\$1,500 \$50 \$275 \$50/hour (1 hour minimum) \$225
Custom Bonus Dividend/Loan Interest Rebate (CU*BASE offers a standard feature for Patronage/Ownership Dividends and Share Bonus Dividend/Loan Interest Rebates)	Quote Provided
Electronic Custom Documents (including loan forms)	Quote Provided
MICR Line Changes to Member/LOC Checks	\$400
Special Programming Requests Credit Union rate 3rd-party/Vendor rate  *Note: Custom project prices are "general guidelines" and subject to change	\$125/hour (2 hour minimum) \$160/hour (2 hour minimum)

\*Note: Custom project prices are "general guidelines" and subject to change per individual project requirements.

O. CONVERSION, DECONVERSION AND MERGER PROGRAMMING SERVICES	Cost
Client Letter of Intent (to initially lock a desired conversion date—non refundable; fee applied to CU*BASE conversion)	\$5,000
CU*BASE Conversion Services (includes standard conversion of data from core processing system only—applicable fees from 3rd-party vendors quoted separately) Install and Test Initial Staff Training	\$2.50/member \$25K - \$50K (per applicable T&E) (\$4,000 premium fee for approved holiday project)
Bookkeeping - Initial 90-Day Back Office Support (Provided by Xtend)	\$4,000
CU*BASE Conversion Support Call Center Inbound Member Support (1-2 weeks post-conversion support)  Pre-conversion Outbound Member Contact (via Xtend)	\$100 - \$300/day/person (includes min. 5 agents/day for 8/hours a day) \$300 + \$2.50/call (CU provided lists)
CU*BASE Deconversion Programming Fee (base fee subject to change)	\$1/member (additional fees may apply)
Merger Programming Fee (Refer to CU*BASE Merger Guidelines)	See CU*BASE Merger Guide

## P. STATEMENT PRINT/MAIL SERVICES

As a service to CU\*BASE processed credit unions, CU\*Answers maintains a contractual relationship with Sage Direct for providing laser statement print and mailing services. Currently the costs that are passed through to our clients represent a direct pass-through fee. This relationship provides a level of automated service that allows credit unions to enter mailing instructions through a menu option. This includes the name and number of inserts, when they should arrive at the mailing center, the cutoff date for mailing without the insert, and the contact name at the credit union for verification. This information is forwarded to Sage Direct each month to verify the items received and allows CU\*Answers to monitor the process from statement creation through mailing.

Due to consistently declining check volumes and credit unions migrating to e-Statements, this process and related pricing will regularly change in the future. Additionally, as based upon new CU\*BASE flexibility for providing statement file formats, should your credit union choose an alternative statement provider, such as Bridgestone Print, other pricing may apply as based upon that vendor relationship and transmission requirements.

Q. STATEMENT SERVICES (ACCOUNT, CREDIT CARD, MORTGAGES - ASSUMES SAGE DIRECT)	Cost
Credit Card Return Envelopes	Quote Provided
CU*BASE Statement Processing Fee (through Sage Direct)	\$0.075/page (+ envelopes and postage)
Member Selected Statement Styles (multiple format statement styles as provided by chosen statement provider)	Quoted Provided
<b>Miscellaneous Fees</b> (late inserts received, insert information missed deadline, etc.)	\$50 or \$100/occurrence (as defined within Member Insert Statement guidelines)
Mortgage Statement Processing (through Sage Direct)	\$0.18/statement + postage
Selective Statement Inserts (to targeted member groups per statement mailing)	1st selective insert run - \$150 2nd and above selective insert runs - \$50/run
Statement Back Page (recon, disclosure) set-up & changes	\$250/occurrence
Statement Digitized Logo set-up & changes (if utilizing Sage Direct)	\$250
Statement Onserts (graphical advertising message printed on stmts.)	Quoted Provided
Statement Transmission (3rd-party - except for Sage Direct or Bridgestone Print)	\$5,000 (minimum) (per statement type - regular, CC's, mortgages)
*When mailing weight exceeds one ounce, additional postage is required. Also, for credit unions not mailing through CU*Answers, handling and transportation costs for shipping printed pages to the credit union's chosen mailer will be billed directly.	Pricing subject to periodic change





\$3,500.00



## **Marketing Your Credit Union**

Cooperative Campaigns, Quarterly Contests and More! Let us help grab your members' attention.

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## **CONTACT INFORMATION**

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