

# MBASC/Harland Clarke Marketing Services

**Helping Financial Institutions  
Create Sustainable, Measurable  
Growth Through Competitive  
Marketing Strategy**



**Provided by MBA Service  
Corporation (MBASC) Endorsed  
Partner - Harland Clarke**

- Generate growth, optimize efficiency and build long-term, satisfied relationships with customers
- Experts consult with you to formulate a road map to successful marketing strategies.
- Analytical tools allow you to leverage existing account holder data to improve performance and ROI
- Provide a yearly marketing campaign schedule to fit your needs
- As an MBA member participant, you'll receive up to a 5% discount on all marketing services.

*MBA Service Corporation (MBASC) has teamed up with 14 other state banking associations to form a collective purchasing power of banks across the country allowing your rebate to increase as check sales grow and more banks join.*

Contact Jill Lentz or Debbie Haught  
for more information at 517-342-5683



**mba**  
Service Corporation

Be sure to check out the MBASC/  
Harland Clarke Card Services program  
with up to a 15% discounted pricing on  
card manufacturing and personalized  
services and the MBASC Check Printing  
program where your bank will receive  
58.625% rebates on all check  
product sales.