



Example of a Featured Partner Display

# Featured Partner Program

We take pride in promoting our customers through our Featured Partner Program. The program allows customers to submit marketing material to promote their products and services on our digital displays at any of our five branch locations. We will do our best to accommodate the timing of posting displays to coincide with fundraisers and special events.

## ***Guidelines for participating in the Featured Partner Program:***

Customers can create and submit their own graphics to be displayed or ask for assistance from our Marketing Department. If assistance is needed, we request a three-week lead time to allow enough time to create, provide a proof, and seek approval from our Compliance Team.

- We must be respectful of our customers, community, and employees' views on religion and politics. Therefore, we cannot permit displays with religious or political content.
- We will post a single slide promoting your business, fundraiser, or special event.
- We want to be fair to all our customers and therefore cannot commit to more than one post per calendar year.
- Graphics must be tasteful and appropriate for everyone. We cannot allow any adult or sexually oriented content on our displays. If you plan to feature a child under 13 years of age, we will require a signed photo release from their legal guardian. This is in accordance with the Children's Online Privacy Protection Act (COPPA) enacted by Congress in 1998.
- We are unable to collect money for any cause or purpose and cannot promote raffles on the displays.
- If you have questions as to whether the content is appropriate, please check with our Marketing Department at [marketing@summitstatebank.com](mailto:marketing@summitstatebank.com).



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## ***How to format the artwork:***

- For the best outcome, the photos used in the design should be horizontal.
- The design should include a high-resolution logo representing the organization as well as pertinent contact information – phone number, email address, website address, and physical address.
- The size and font style should be easily visible from a distance. Copy should be minimal as the timing of the display rotation is approximately 20 seconds.
- The final design should be 1920 pixels wide by 900 pixels.

## ***If you need assistance from the marketing team, all the aforementioned guidelines apply. In addition, we will need:***

- A high-resolution logo, preferably in a transparent PNG format.
- Branding information such as font type and brand colors. Colors preferably in RBG format as it translates better in a digital medium.
- High-resolution photos, ideally 300 dpi or larger are best. The image should be slightly larger than the finished size of 1920 pixels wide by 900 pixels. This will leave some room to format the image without compromising the quality.
- A short description or headline should be provided to accompany the image.

All approvals from the decision-makers of the organization should be sought before engaging the marketing team. We will also need the best contact information for the decision-maker who will be working with us on developing the graphic.

We will create your post and send it to you for approval prior to posting it.



## ***Please tell us what you like about Summit State Bank!***

We are always looking for testimonials from our customers that we can post on our website. If you are willing to share what you like about banking with Summit, please send your statement and logo to [marketing@summitstatebank.com](mailto:marketing@summitstatebank.com)



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