



Acceptable Color Statement

2016 Personalized Color Transpromo Promotion Best Practices

Any Credit Card Company

This Month's Statement

New Balance.....\$4,629.84
Current Payment Due.....\$25.00
Payment Due Date.....4/01/16

Hi, **Jane Doe!**

Based on your transactions, you went to FRUGAL CINEMAS once and you subscribed to Netflix. Here are some new films this month and a coupon for a free large popcorn at FRUGAL CINEMAS Gallery Place 14.



**FREE LARGE
POPCORN**
Exp. 4/01

Only Available at
FRUGAL CINEMAS
Gallery Place 14

What Our Customers Say

"Our experience... with USPS Color Promotions has changed our behavior when creating marketing messages to include on our customer communications. It encouraged us to review stagnant creative.. (and) develop contemporary marketing offers that align and compliment our national advertising spots."

Representative of Fortune 500 Insurance Company



Unacceptable Color Statement

Company Name
PO BOX 123456
Anytown, US 00000-0000
1-800-000-0000

Company Name

John Doe
123 Main Street
Anytown, US 12345

Your password for online bill pay is:
3456789

SERVICE ADDRESS		ACCOUNT NUMBER			BILL DATE	DUE DATE
123 Main Street		010101			10/25/2013	11/19/2013
DESCRIPTION	PREVIOUS	CURRENT	MULT	USAGE	U/M	AMOUNT
	9/1/2013	9/30/2013				
Previous Balance						\$64.17
Convenience Fee						\$1.00
Payment 09/20/13						(\$65.17)
Water/Sewer				1383.68	Gal	\$17.45
Electric				388.68	KWH	\$31.53
Gas				4.79	CCF	\$4.24
Trash				0.00	Fixed	\$4.50
Admin Fee				0.00	Fixed	\$8.48
TOTAL DUE						\$66.18

1. Statement does not contain a dynamically printed promotional or consumer information message.
2. Color is only used in transactional fields.



Unacceptable Color Statement (at the end of the bill or statement)

1

Don't miss the
Black Friday Sale
at
Company Name.

All Company Name
locations open at **12
midnight** on Friday,
November 29.

2

1. Promotional message is an addendum or separate page added to the statement.
2. Statement is not dynamically printed.