

About Mount Ida One Card

- Official photo identification card for students, faculty, and staff of Mount Ida College.
- Required for identification and access to essential campus services such as Meal Plans, Library Privileges, and entrance to Campus Buildings & Events.
- Features Mustang Cash – Prepaid spending account on every Mount Ida One Card for cashless purchases at the Campus Bookstore, Dining Locations, Public Safety, and Copy Machines.
- **Mustang Cash acceptance now available for Selected Off-Campus Businesses!**

Mustang Cash for Your Business!

- **Access student purchasing power at Mount Ida College and other Boston area colleges* through the Campus Cash Program**
 - Pre-paid \$\$\$ can only be spent at accepting locations on and off-campus
 - Parents and students can add value to accounts 24/7
 - Can be used to order and pay for deliveries to campus
- **Increase student/parent awareness of your business**
 - Inclusion in Mount Ida One Card Program marketing materials and **www.mountidaonecard.com and card websites for 9 other local colleges***
 - Dedicated parent deposit mailer each semester
 - In-store signage and acceptance stickers
 - Promotion of your business through special offers each semester
- **Fast and easy to start-up and manage**
 - Pre-configured card terminal delivered to your location
 - Lease or purchase terminal
 - No up-front fees or minimums
 - Automated daily settlement; monthly statement
 - 24/7 Help Desk and support
 - Optional credit card acceptance in same terminal
 - Same terminal accepts 9 other Boston area College ID Cards*

Business Partner Marketing Channels*

Initiative	Description	How You Benefit/Participate
In-Store Signage	<ul style="list-style-type: none"> ·Acceptance Posters & Stickers ·Take Ones 	<ul style="list-style-type: none"> ·Prominent Signage Display ·Brochure Take One Kit
Web Site www.mountidaonecard.com	<ul style="list-style-type: none"> ·Official College-Branded Card Program Website with comprehensive program information ·On-Line Account Center ·On-Line “Add-Value” Capability 	Business Name, Address, and Phone Number <ul style="list-style-type: none"> ·Logo and Tagline Inclusion ·Hours of Operation ·Delivery Instructions
Card Program Brochure Must Join by 6/24/10	<ul style="list-style-type: none"> ·4 Color College-Branded Tri-Fold Brochure including Comprehensive Program Information ·Mail and Take One Distribution 	<ul style="list-style-type: none"> ·Your Business Featured in Brochure - Must Join by 6/24/10
Parent Deposit Mailer	<ul style="list-style-type: none"> ·Dedicated Mailer each Semester sent to student’s home address ·Card Program Brochure 	<ul style="list-style-type: none"> ·Featured in Letter Copy ·Featured in Brochure
Orientation Events	<ul style="list-style-type: none"> · Information with New Students & Parents 	<ul style="list-style-type: none"> ·Business Name Mention at Summer Orientations
Promotion of Your Business through Special Offers	<ul style="list-style-type: none"> ·Features your Business each semester ·Drive student traffic during your off-peak hours/days or to move excess inventory 	<ul style="list-style-type: none"> · Instore Promotional Posters · Campus Promotional Posters · Home Page Website Feature · Online Coupon Design and Website Posting · Email to Opt In Cardholders

* Included at no incremental cost

Business Partner Pricing

Pricing and Fees	Amount
Transaction Fee – Choice of Schedule	5.99% + \$0.15/Txn or; 6.49% + \$0.10/Txn
Monthly Service w/leased terminal	\$40
Monthly Service w/purchased terminal	\$25
Dial Up Terminal Purchase Price	\$249

To Learn More:

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