



About Lesley Card

- Official photo identification card for all students, faculty, and staff of Lesley University and Art Institute of Boston.
- Required for identification and access to essential campus services such as Meal Plans, Library Privileges, and access to Campus Buildings and Events.
- Features **CashLynx** – Prepaid spending account on every Lesley Card for cashless purchases at the University Bookstore, Dining Locations, Libraries, Copy and Mail Center, Copiers, Printers, Vending Machines, and Public Safety.
- **CashLynx acceptance now available for Selected Off-Campus Businesses!**

CashLynx for Your Business!

- **Access student purchasing power at Lesley/Art Institute of Boston 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 on-line 24/7
 - Can be used to order and pay for deliveries to campus
- **Increase student/parent awareness of your business**
 - Inclusion in Lesley Card Program marketing materials, **www.lesleycard.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 & E-marketing www.lesleycard.com www.fenwaycard.com	<ul style="list-style-type: none"> ·Official University-Branded Card Program Website with comprehensive program information ·On-Line Account Center ·On-Line “Add-Value” Capability ·E-mail updates to cardholders 	<ul style="list-style-type: none"> ·Business Name, Address, and Phone Number <ul style="list-style-type: none"> - Logo and Tagline Inclusion - Hours of Operation - Delivery Instructions - Inclusion in Cardholder Emails
2010/2011 Card Program Brochure – Must Join by 7/12/10	<ul style="list-style-type: none"> ·4 Color University-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 7/12/10
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 Orientation Sessions
Special Offer Promotion	<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"> · In-store 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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