

The **Massachusetts Educational Financing Authority** helps parents finance their child's college education with low interest rates. They were offering a low 7.85% rate – more than a full point lower than the often-quoted Federal PLUS Loan Rate. Banner ads promoting the rate were created along with print ads, radio spots and direct mail. All mediums directed the recipient to the MEFA Web site.



■ **Copy:**

The cost of college can really add up... (7.85%)
Our number keeps it down. (7.85%)
Lower than the 8.99% Federal PLUS Loan rate.
(7.85%)
www.mefa.org
1-800-449-MEFA (7.85% Fixed Rate. APR 8.49%)



■ **Copy:**

Send him to the college of his dreams...
at the fixed rate of yours! (7.85%)
Call today for an even lower rate than the 8.99%
Federal Plus Loan.
7.85% Fixed Rate. 8.49% APR. 1-800-449-MEFA.
www.mefa.org.

To see more MEFA banners or other banner campaigns, please contact me.