

#	Subject Line Options	Mobile Teaser
1	Your reward is ready to shop. Are you?	Rewards steps: Claim. Redeem. Aim for the next one!
2	Psst, there's a reward waiting for you	
3	From shoes to suits, use your reward in any department	

Image Matrix

#	Image File Name	Alt Text
1	wfi111_lg_d-dillards-card-services_117x52.png	Dillard's Card Services
2	wfic551_ph_g-1015134424_527x390.jpg (Desktop) wfic551_ph_g-1015134424_252x186.jpg (Mobile)	Null
3	wfi111_ph_d-handbags_243x243.jpg	Null
4	wfi000_ic_d-mens_63x79.png	Null
5	wfi000_ic_d-shoes_78x37.png	Null
6	wfi111_ph_d-home_243x243.png	Null
7	wfi111_ph_d-beauty_243x243.jpg	Null
8	wfi000_ic_d-accessories_59x78.png	Null
9	wfi111_lg_d-facebook_23x23.png	Facebook logo
10	wfi111_lg_d-instagram_23x23.png	Instagram logo
11	wfi111_lg_d-pinterest_23x23.png	Pinterest logo
12	wfi111_lg_d-youtube_23x23.png	YouTube logo
13	wfi111_lg_d-twitter_23x23.png	Twitter logo

Dillard's

CARD SERVICES



YOU'VE GOT A REWARD COMING! NOW USE IT.

Good news: By using your Dillard's Card, you've racked up valuable points and earned a reward.¹ Now it's time to redeem it wherever you prefer: in-store at Dillard's or online at dillards.com.

Your reward is available to view in your statement.

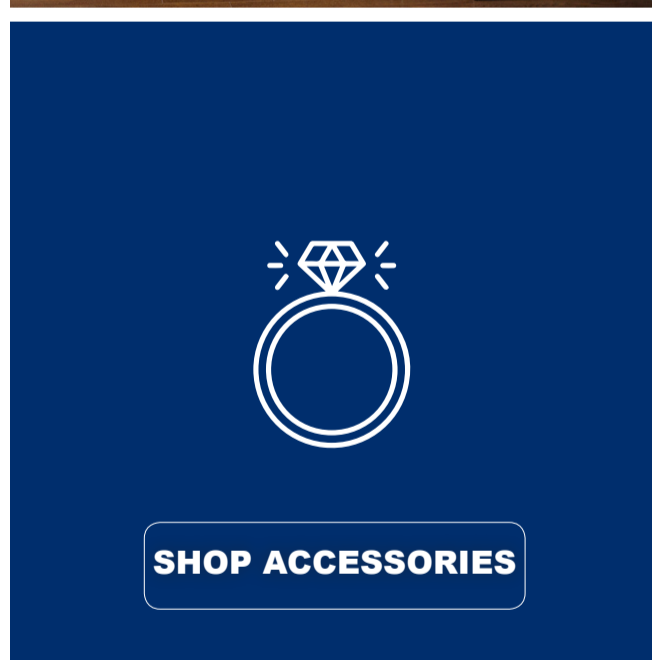
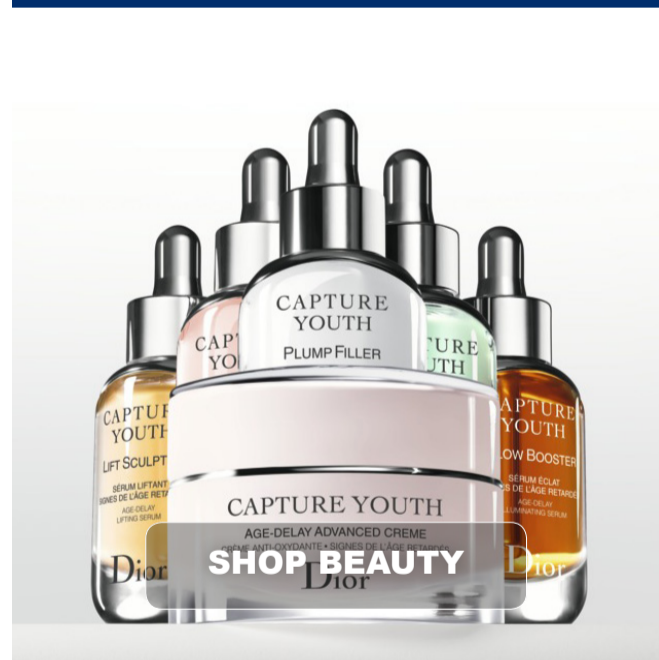
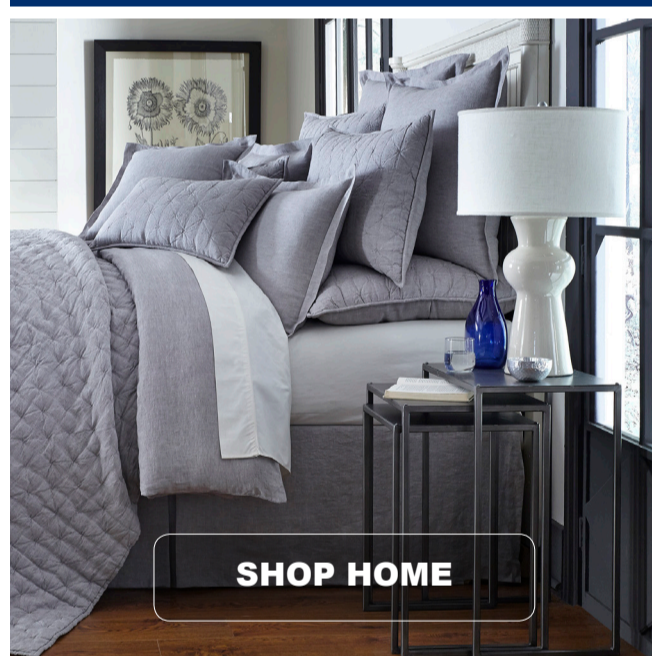
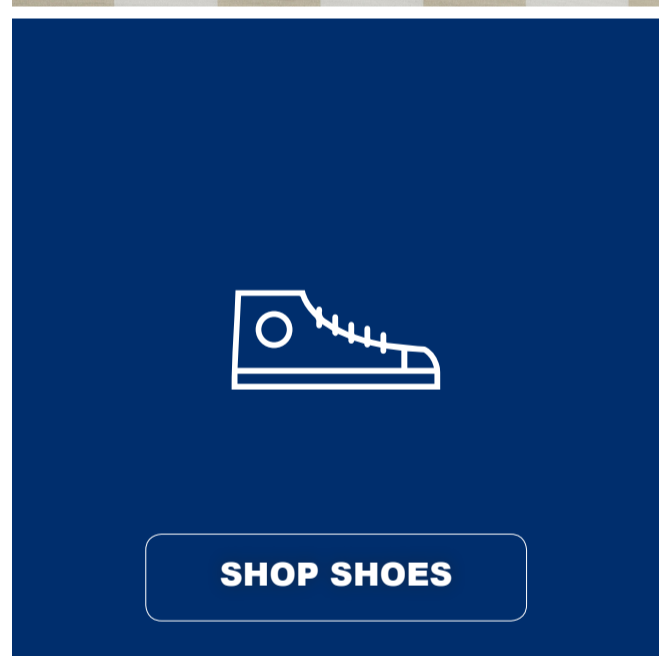
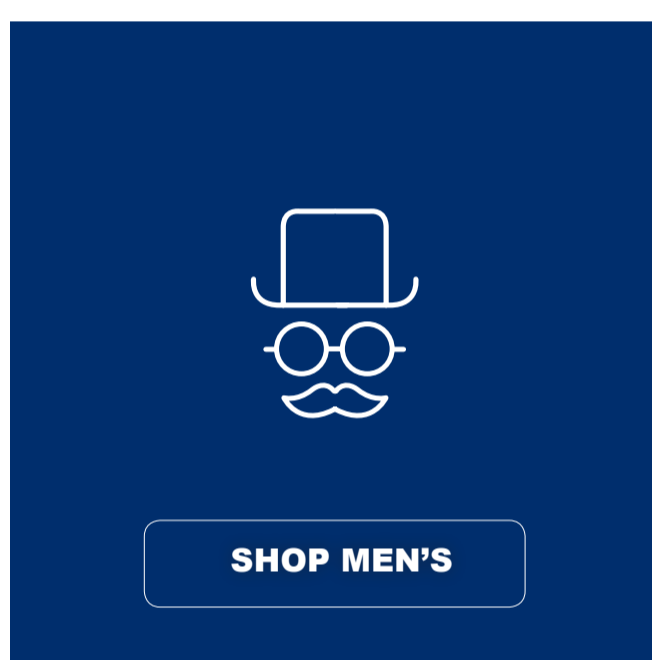
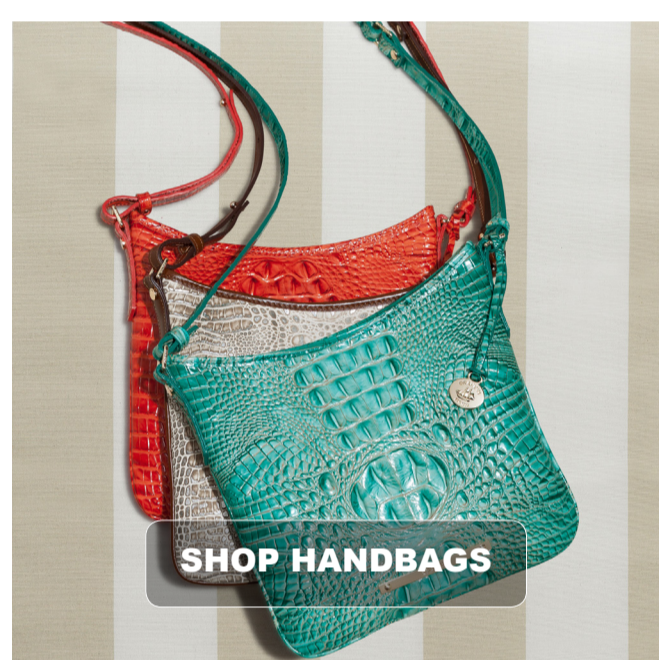
[If you can't find your reward, view it online.](#)

[If you haven't signed up for online banking, start here.](#)

Ready to redeem your reward?

[SHOP NOW](#)

HERE ARE A FEW WAYS TO USE YOUR REWARD



HAVE QUESTIONS?

Please visit our [FAQs](#) on dillards.com/rewards to find answers to commonly asked questions.

Connect with us:



[DILLARDS.COM](#)

[STORE LOCATOR](#)

[CARD SERVICES](#)

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1. See Rewards Shopping Pass and/or Rewards Certificate for restrictions and exclusions.

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American Express is a federally registered service mark of American Express and is used by the issuer pursuant to a license.

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Contact us:

If you have questions, please do not reply to this message. Dillard's Cardmembers, [visit us here](#).

For all written correspondence, please contact us at:

Dillard's Card Services/Wells Fargo Bank, N.A.: P.O. BOX 10347, Des Moines, IA 50306-0347

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Arial 10pt

Image 1
padding top: 25px
padding bottom: 10px

1 px line box
#C3C3C3, 20px margin

Image 2
padding top: 17px
padding bottom: 22px

White text: Arial Black,
56px, space from bottom
of image: 66px

Headline: Arial Black, 24px/27
Copy: Arial, 15px/22, #000000

Text box: 445px

CTA text: Arial 12px
#002e6d, 125x33px
padding top/bottom: 35px

1px grey line: #C3C3C3
width: 382px, padding
bottom: 35px

Arial Black, 19px/22
padding bottom: 35px

Boxes: 243x243px
Navy color: #002e6d
Space between boxes: 5px

CTA: Arial Black 12px
1px white border, rounded,
#FFFFFF
Alpha inside button: 32%
black (or plain black if not
available)

Buttons from top of imag-
es: 186px

Images 3-4

Boxes: 243x243px
Navy color: #002e6d
Space between boxes: 5px

CTA: Arial Black 12px
1px white border, rounded,
#FFFFFF
Alpha inside button: 32%
black (or plain black if not
available)

Buttons from top of imag-
es: 186px

Images 5-6

Boxes: 243x243px
Navy color: #002e6d
Space between boxes: 5px

CTA: Arial Black 12px
1px white border, rounded,
#FFFFFF
Alpha inside button: 32%
black (or plain black if not
available)

Buttons from top of imag-
es: 186px

Images 7-8

1px grey line: #C3C3C3
width: 382px, padding top/
bottom: 35px

Arial Black 19px
Arial 13px/17
Link color: #1c7cba

Text box width: 274px

grey box: 530x100px
#e7e7e8
Text: Arial 13px # 818285
padding to top of box: 12px
Images 9-13
padding top/bottom of
logos: 27px/25px

Black box: 530x32px
Text: Arial 11px
space in between text: 50px
space left/right of first link:
~16px
padding top/bottom of box:
12px/14px

Arial 10px/13, #000000

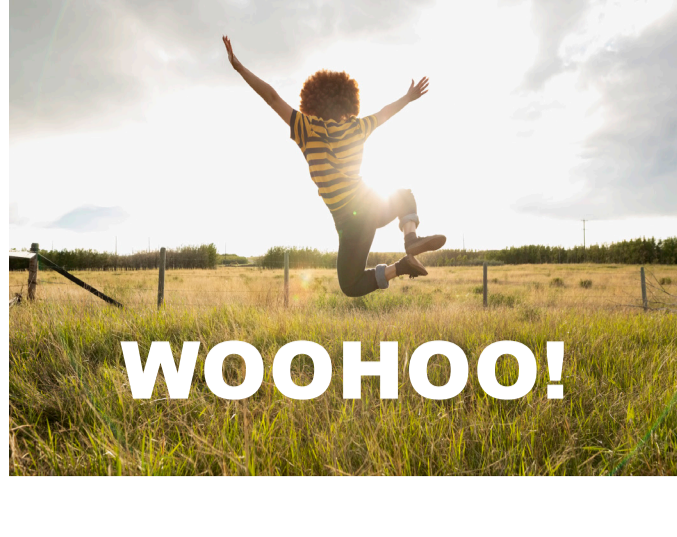
1px black line

Text box width: 527px

Rewards steps: Claim. Redeem. Aim for the next one!

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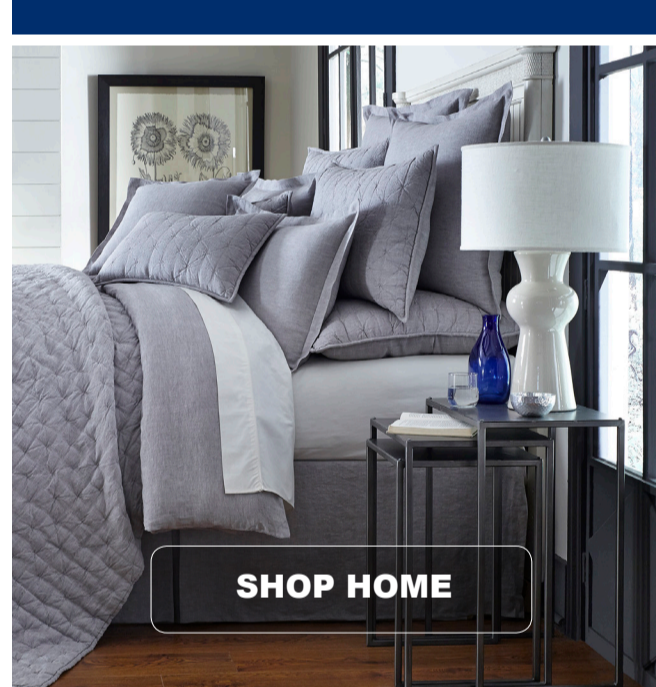
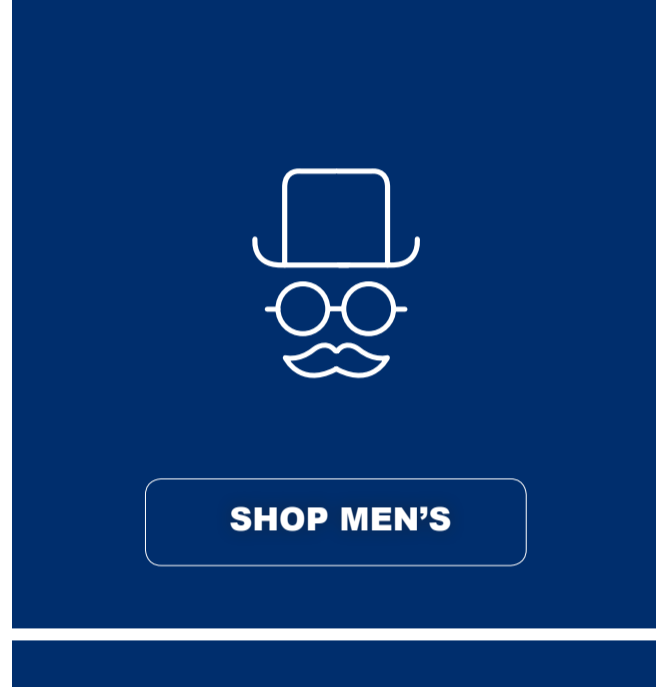
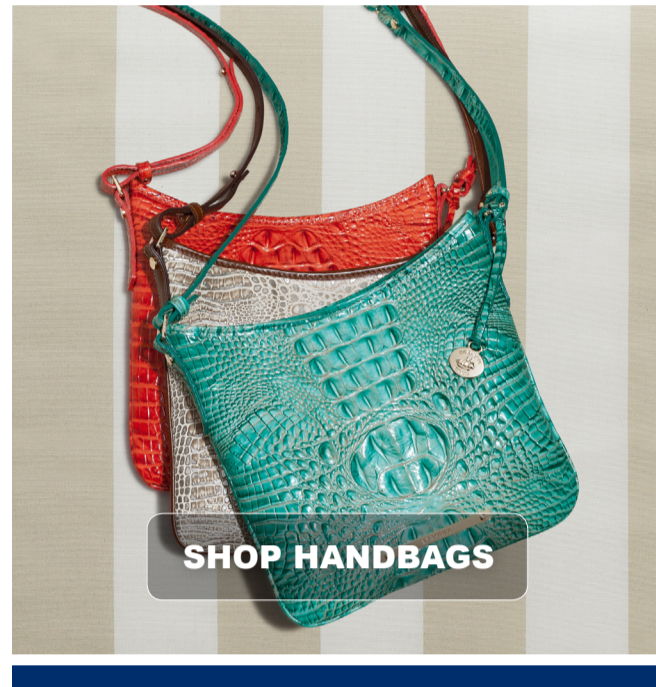
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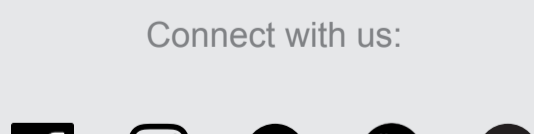
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Arial 10pt

Image 1
padding top: 15px
padding bottom: 10px

1 px line box, #C3C3C3, 5px margin

Image 2
padding top: 12px
padding bottom: 20px

White text: Arial Black, 30px, space from bottom of image: 21px

Headline: Arial Black, 22px/27

Copy: Arial/Arial Black 13px/18, #000000

Text box width: 248px

CTA text: Arial 12px #002e6d, 125x33px padding top/bottom: 35px

1px grey line: #C3C3C3 width: 230px, padding bottom: 35px

Arial Black, 15px/22 padding in-between text: 35px

Boxes: 243x243px Navy color: #002e6d Space between boxes: 5px

CTA: Arial Black 12px 1px white border, rounded, #FFFFFF

Alpha inside button: 32% black (or plain black if not available)

Buttons from top of images: 186px

Images 3-4

Boxes: 243x243px Navy color: #002e6d Space between boxes: 5px

CTA: Arial Black 12px 1px white border, rounded, #FFFFFF

Alpha inside button: 32% black (or plain black if not available)

Buttons from top of images: 186px

Images 5-6

Boxes: 243x243px Navy color: #002e6d Space between boxes: 5px

CTA: Arial Black 12px 1px white border, rounded, #FFFFFF

Alpha inside button: 32% black (or plain black if not available)

Buttons from top of images: 186px

Images 7-8

1px grey line: #C3C3C3 width: 230px, padding top/bottom: 32px

Arial Black 15px
Arial 13px/17
Link color: #1c7cba

grey box: 264x100px #e7e7e8

Text: Arial 13px, # 818285 padding to top of box: 12px

Images 9-13 padding top/bottom of logos: 27px/25px

Black box: 264x90px Text: Arial 11px Padding between links: 10px

padding: 20px

Arial 10px/13, #000000

1px black line

Text box width: 240px