

#	Subject Line Test	Mobile Teaser
1	Here's how to pay for college	Starting the financial conversation early and getting ready for college
2	Finding money to pay for college	

Image Matrix

#	Image File Name	Alt Text
	Wells Fargo Logo	Wells Fargo home page
1	wfi111_tx_a-parentsteps_355x48.png (desktop) wfi111_tx_a-parentsteps_236x36.png (mobile)	College Steps: Helping your family with college and financial prep
2	wfi111_ph_a-1-payforcollege_540x367.jpg (desktop) wfi111_ph_a-1-payforcollege_271x184.jpg (mobile)	null
3	wfi111_ic_a-arrow_26x19.png	null
4	wfi111_ph_a-2-moneyhabits_320x320.jpg (desktop) wfi111_ph_a-2-moneyhabits_320x154.jpg (mobile)	null
5	wfi111_ph_a-3a-collegecosts_320x320.jpg (desktop) wfi111_ph_a-3a-collegecosts_320x146.jpg (mobile)	null
6	wfi000_ic_b-laptop_227x188.png (desktop) wfi000_ic_b-laptop_160x138.png (mobile)	null



COLLEGE STEPS

Helping your family with college and financial prep.

bd_text_001

Plz use provided images for campaign title



Here's how to help your student pay for college

Financing college doesn't have to be stressful. Read these tips for paying for college and start the college journey off right.

[LEARN MORE](#) →

bd_text_001

margin left and right: 50px

header: Georgia, 25px, #3f454e

body: 15px/24px

CTA
padding: 16px
text: verdana, 12px/18px, #b91f28
letter-spacing: 200px

dark orange: #d5a98b
light orange: #eae0c8

Height: 45px

The money habits your student should develop before college

[KEEP READING](#)



bd_text_001

margin left and right: 50px

headlines: verdana, 21/33, #3f454e

CTA
padding: 16px
text: verdana, 12px/18px, #3f454e
letter-spacing: 200px

light orange: #eae0c8

Height: 45px

Say goodbye to fees with the Everyday Checking account



Wells Fargo wants to help students hit their financial goals. One way is the monthly service fee is waived for students age 17 to 24 years old who are primary account owners.

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bd_text_001

margin left and right: 50px

headline: Georgia, 25/30, #3f454e

CTA
padding: 16px
text: verdana, 12px/18px,
letter-spacing: 200px
BGcolor: #bb0826
Border: 5px, solid, #fff

light orange: #eae0c8

Height: 25px



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margin left and right: 50px
gutter width: 75px

BGcolor: #f2f2f2
text: verdana, 11px/18px, #3f454e
link color: #795218

[Starting the financial conversation early and getting ready for college](#)

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**WELLS
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COLLEGE STEPS
Helping your family with college and financial prep.



Here's how to help your student pay for college

Financing college doesn't have to be stressful. Read these tips for paying for college and start the college journey off right.

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The money habits your student should develop before college

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How to figure out the real price of college

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