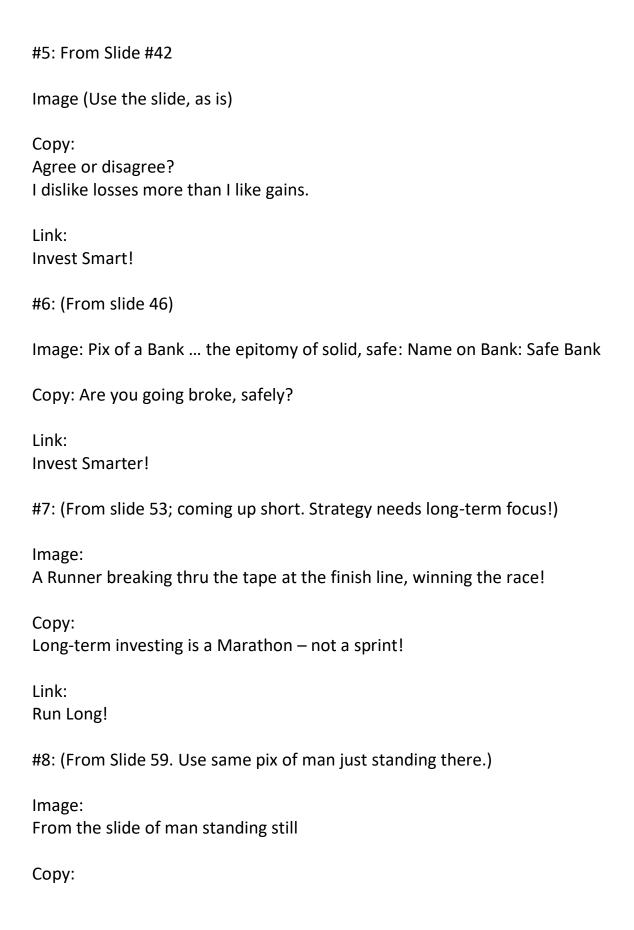
## MOM: Ideas for FUN, Digital Ads:

#1: From slide 18 in PPT: (#18): The two lines that are same length; but one looks longer.
Larger Ad: Image: A Line B Line
Copy: Which line is longer? A. B. C. (Same)
If you guessed A or B – it's perception deception. And it could cause bad investment decisions.
Link: Get Smart!
OR
Link: Find out how!
#2: (This is a play on tracks and tricks, signaling the brain can trick us when we least expect it, if we don't understand how to prevent it.)
Tiny Ad: Image: Railroad Tracks
Copy: Caution: Brain Tricks Ahead!

Link: Invest Smarter
Larger Ad: Image: Railroad Tracks
Copy: Caution: Brain Tricks Ahead!
Your brain can actually trick you into making bad investment decisions. But you can learn to outsmart your brain!
Link: Get Smarter
#4.
Image: (The Joker from the card deck or a 'trickster' of some sort)
Copy:
Your brain can trick you into dumb investment decisions!
Link: Outsmart Your Brain



Don't just do something stand there!
Do you tend to buy high and sell low. Just stop and focus on the long-term!
Link: Invest Smart
#8: (From slide #86)
Image: (Block of color)
Copy: Who is More Confident About the Stock Market?
A) Those who track it B) Those who don't
Link: Find Out!
#9: (From #98; Herd Mentality)
Image: Sheep all going in the same direction
Copy: Don't Follow the Herd. Learn from the Pros!
OR
Ignore the Herd.
OR Part of the herd mentality? Break away and learn smart Investing strategies.

Link: Invest Smarter!
#10: (From slide 110)
Image: Exactly as it is on the slide.
Copy: Which investment risk are you more likely to accept? A) 1 in 6 chance of success B) 83% chance of failure
Link: Find out why! OR Invest Smart
#11: (From slide #143)
Image: Same image in this slide (diversified in stocks and bonds only)
Copy: Well diversified, right? Wrong.
Link: Invest Smarter!