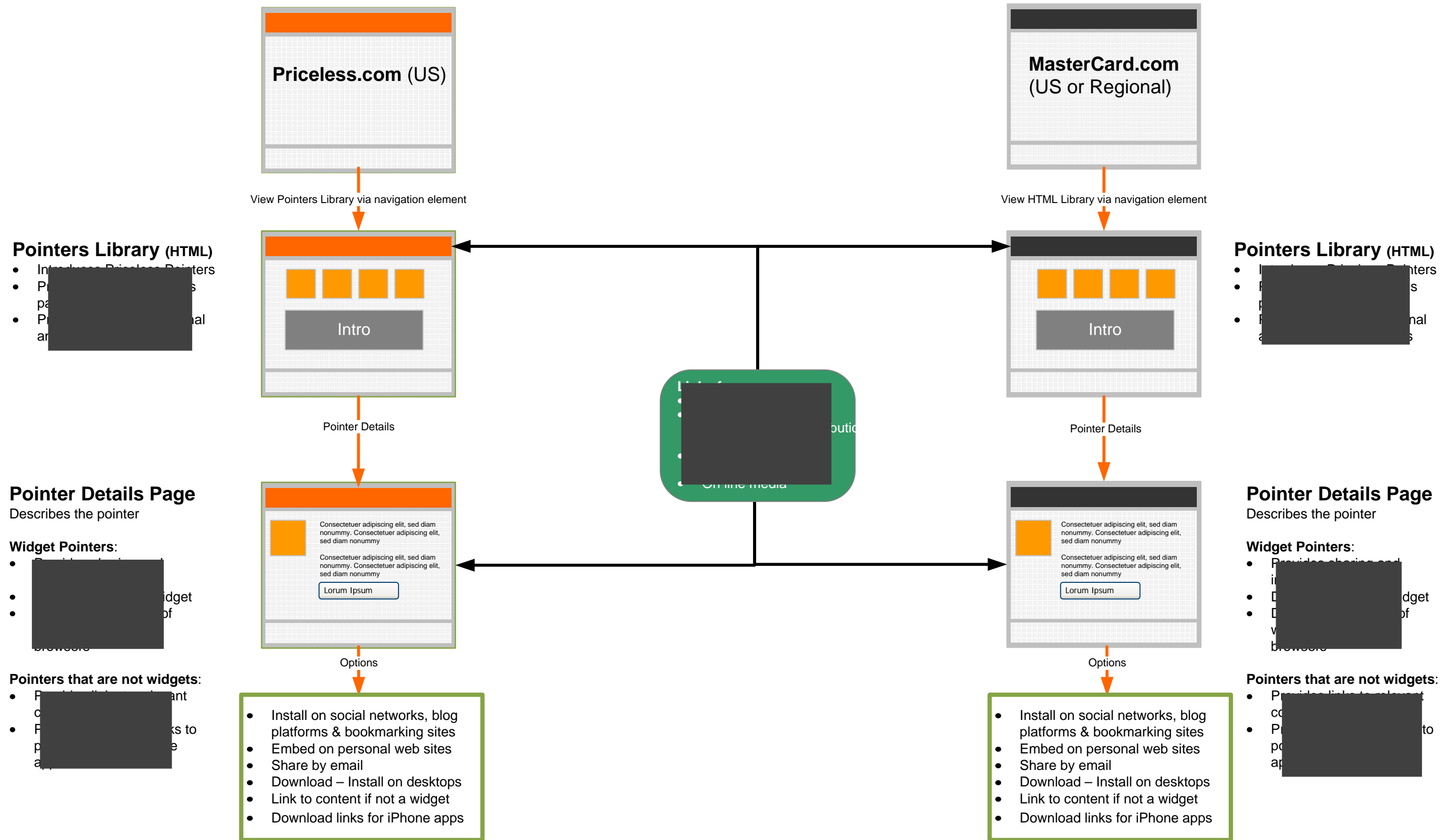




Priceless Pointers

Priceless Pointers - Launch



Global Pointer Bar - Expanded

Priceless Pointers 1

Pointer Features Here

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3 [View Library](#)

4 **All Pointers**

Tools
Resources
Mobile Apps
Deals
My Finances

5 Pointer description is shown on rollover

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Footer – Priceless.com or localized MasterCard.com

MasterCard Pointer Library

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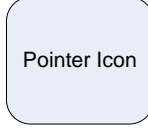



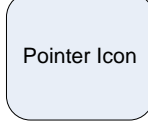

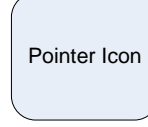
1  English 

Browse Widgets

2

- All Pointers
- Tools
- Resources
- Mobile Apps
- Deals
- My Finances

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5 **Priceless Pointers/Widgets Introduction**
 (Future pointer promotions area)

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MasterCard or Priceless Header

MasterCard Pointer Library

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English

Browse Widgets

All Pointers	Tools	Resources	Mobile Apps	Deals	My Finances
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2 Selected Pointer Name

Pointer Name ★★★★★ Rate it **4**

8 [Download Requirements / Help](#)

3

Share

Post | Bookmark | E-mail

MS | FB | FRN | ORK | BLGR

Embed

[Http://www.url.com/permanentlink/userscancopyit.com](http://www.url.com/permanentlink/userscancopyit.com)

5 Get It

Get this Priceless Pointer

Platform 1 | Platform 2

Platform 3 | Platform 4

7 Embedded Widget or Image of Pointer

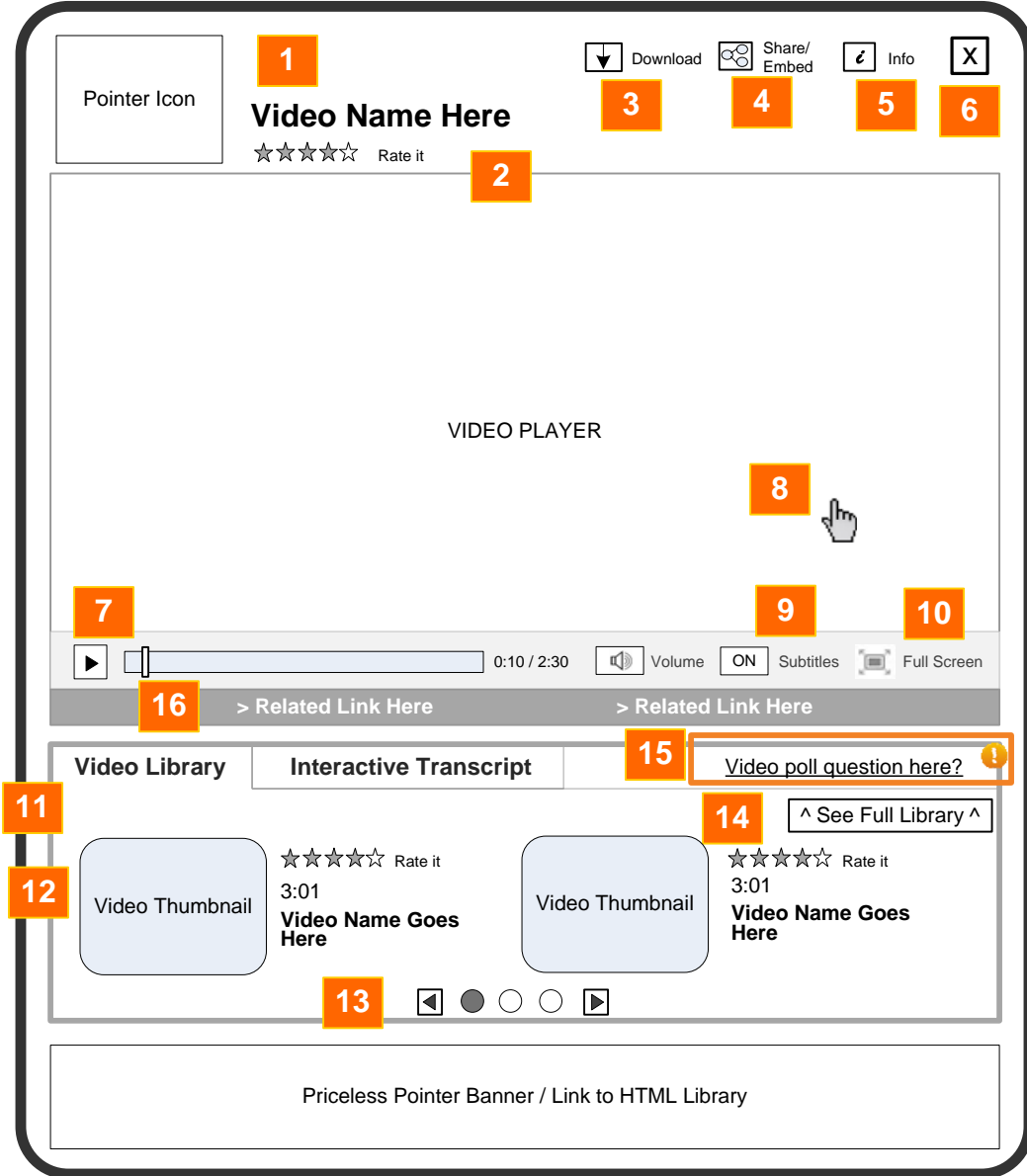
6 [See More \(Mobile App Landing/Online Content\)](#)

MasterCard or Priceless Footer

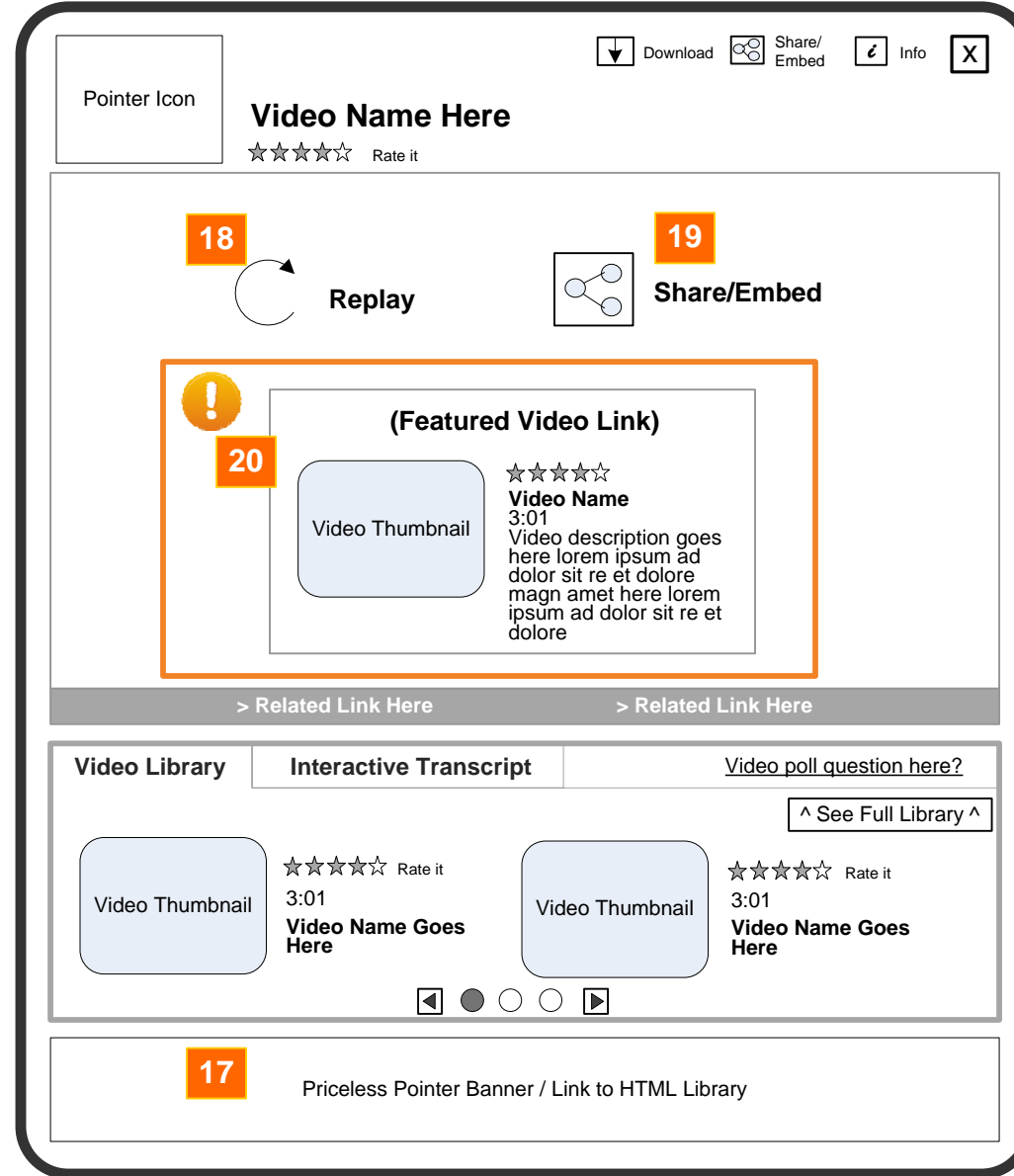
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Video Pointer Widget

A – Player Controls on Rollover



B – End of Video Links



C – Poll Overlay



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Video Pointer Widget (Contd.)

D – Interactive Transcript

Pointer Icon

Download
Share/Embed
Info

Video Name Here

★★★★☆ Rate it

VIDEO PLAYER

Subtitles go here when available lorem ipsum ad dolor sit amet.

> Related Link Here > Related Link Here

Video Library
Interactive Transcript 2
Video poll question here?

Click on any phrase to play the video from that point. 3 Download PDF

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Priceless Pointer Banner / Link to HTML Library

E – Video Library

Pointer Icon

Download
Share/Embed
Info

Video Name Here

★★★★☆ Rate it

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Priceless Pointer Banner / Link to HTML Library

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Purchase Power Calculator

A- Purchase Power (Income)

1 **Purchase Power** 2 3 4 5

Pointer Icon A cash flow statement can help you evaluate your personal income and expenses and see if you are running 'in the red or the black' each month. Enter amounts by the MONTH. Annual figures will be calculated for you.

6 **Income** Monthly Total: \$15,000

7 **Wages, salary and tips** \$10,000

Alimony/child support \$2,000 Things to consider about this field are shown here on rollover of the text label or icon.

Interest earned (savings, CDs, etc.) \$0

Retirement benefits/pensions \$0

Investment income \$0

Other Income \$3,000

8 [Enter Expenses >](#)

9 **Expenses** Monthly Total: - \$0

Powered by CalcXML

Priceless Pointer Banner / Link to HTML Library

B- Purchase Power (Expenses)

Pointer Icon **Purchase Power** A cash flow statement can help you evaluate your personal income and expenses and see if you are running 'in the red or the black' each month. Enter amounts by the MONTH. Annual figures will be calculated for you.

Income Monthly Total: \$15,000

9 **Expenses** Monthly Total: -\$5000

10 **Mortgage / rent** \$2,000

Utilities \$500

Car payment / transportation \$1,000

Childcare \$0

Credit cards \$500

Food \$1,000

Insurance (home, health, life, etc.) \$500

Entertainment \$1,000

Other expenses \$1,000

11

12

Powered by CalcXML

Priceless Pointer Banner / Link to HTML Library

C- Results View

13 **Purchase Power** Annual Income: \$180,000 Annual Expenses: \$70,000 Cash Flow of: \$110,000

14 **ANNUAL CASH FLOW SUMMARY**

15 **Income** 17 **Expenses**

	Monthly	Annual	Percentage
Wages, salaries and tips	\$100	\$1200	5%
Interest on savings accounts, CDs, etc.	\$100	\$1200	5%
Dividends from stocks, etc.	\$100	\$1200	5%
Alimony, child support received	\$100	\$1200	5%
Retirement benefits/pensions	\$100	\$1200	5%
Other income	\$100	\$1200	5%
Total Monthly:	\$15,000	\$180,000	

16 **Total Monthly: \$15,000** 18 **Annual: \$180,000**

Powered by CalcXML

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Savings Calculator

A- Savings Calculator (enter information)

Download Share/Embed Info X

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1 Pointer Icon

Savings Target

Determine what you need to save on a regular basis to have the funds ready when needed.

6 My current savings balance is*:

The total amount I want to save is*:

I need it in (number of years)*

7 How much interest to do you expect to make on your savings?
 ?

How much tax do you expect to pay on your interest?
 ?

8

9 Powered by CalcXML

Priceless Pointer Banner / Link to HTML Library

B- Savings Results

Download Share/Embed Info X

10 11

10 Your goal: Save \$100 by 2013

ANNUAL SAVINGS AMOUNT REQUIRED: \$20

12

Year	Annual Savings
2009	\$20
2010	\$40
2011	\$60
2012	\$80
2013	\$100

13

9 Powered by CalcXML

Priceless Pointer Banner / Link to HTML Library

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Payoff Accelerator

A- Payoff Accelerator (Credit Card)

Download Share/Embed Info X

1 2 3 4 5

1 Pointer Icon

Payoff Accelerator

Interest never sleeps! Evaluate your loan and credit card debt to determine how much you can save by accelerating your payments.

6 Credit Card Debt Fixed Loan Debt

Current Balance:

Annual Percentage Rate

0%

Minimum/Fixed Monthly Payment

\$0

Proposed Additional Monthly Payment:

\$0

Powered by CalcXML

Priceless Pointer Banner / Link to HTML Library

B – Payoff Accelerator (Loan)

Download Share/Embed Info X

7

Payoff Accelerator

Interest never sleeps! Evaluate your loan and credit card debt to determine how much you can save by accelerating your payments.

8 Credit Card Debt Fixed Loan Debt

Original Loan Balance:

Annual Percentage Rate

0%

Loan Term (Number of Months)

0

Number of payments already made

0

Proposed Additional Monthly Payment:

\$0

Powered by CalcXML

Priceless Pointer Banner / Link to HTML Library

B- Savings Results (Credit Card / Loan)

Download Share/Embed Info X

9

Payoff Accelerator

Paying an additional \$XX per month results in:
Total interest savings: \$600
 Debt will be paid in XX [time period], instead of XX [time period].

10

11

Try again with a new amount and see how it changes!

Proposed Additional Monthly Payment:

\$20

12 **Accelerated Payment Details**

Year	Beginning Balance	Interest @ XX%	Annual Payment	Ending Balance
Year 1	\$10,000	\$1,519	\$5040	\$6479
Year 2	\$6,479	\$830	\$5040	\$2,269
Year 3	\$2,269	\$116	\$2,385	\$0

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Priceless Pointer Banner / Link to HTML Library

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

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Global Widget Menu Options


Share



Social Network Posts / Embed

Post	Bookmark		E-mail	
MS	FB	FRNDS	ORK	BLGR

Embed

Copy and paste into your code to embed the widget.

What is shared?



Widget Name
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[Link to the library detail page >](#)

Social Network Link Sharing / Bookmarks

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Send to a Friend

Post	Bookmark		E-mail	
Manual	Gmail	Hotmail	Yahoo	AOL

Friend's e-mail:


My Name:

My e-mail:

Message:


Remember me

What is shared?







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Get It

Overlay


Get this Priceless Pointer

 Apple	 Yahoo Widgets
 Windows 7	 iTunes (mobile)

Download Confirmation/Instructions

Get this Priceless Pointer

A [platform type] window should open. If the window did not open, please copy this URL into your browser.


Info

MasterCard Pointer Name [HTML POINTER LIBRARY LINK](#)

About
Version #
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Page 33 of 42

Share - Launch (Non-logged-in user)

1) Share Overlay – Minimal View (Default)

Share
Tell your friends about [site element being shared]

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+ [Blog Permalink](#)

[E-Mail a Friend >](#)

2) Share Overlay – Expanded View

Share
Tell your friends about [site element being shared]

FB TWT MS DEL DIG SU

- [Blog Permalink](#)

E-Mail a Friend v

Your Name:*

Your Friend's Name:*

Your email address:*

Your Friend's email address:*

3) E-mail Preview

5 Preview

*Please be aware that your name and email address will be viewable by the recipient

To: <Friend E-Mail Address>
<E-mail Subject Line>

Dear <Friend Name>,

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<[Link to site area shared](#)>

From,

<Your Name>
<Your E-Mail Address>

Sent to you by <MasterCard and Priceless.com>

4) E-mail Confirmation

Thank You

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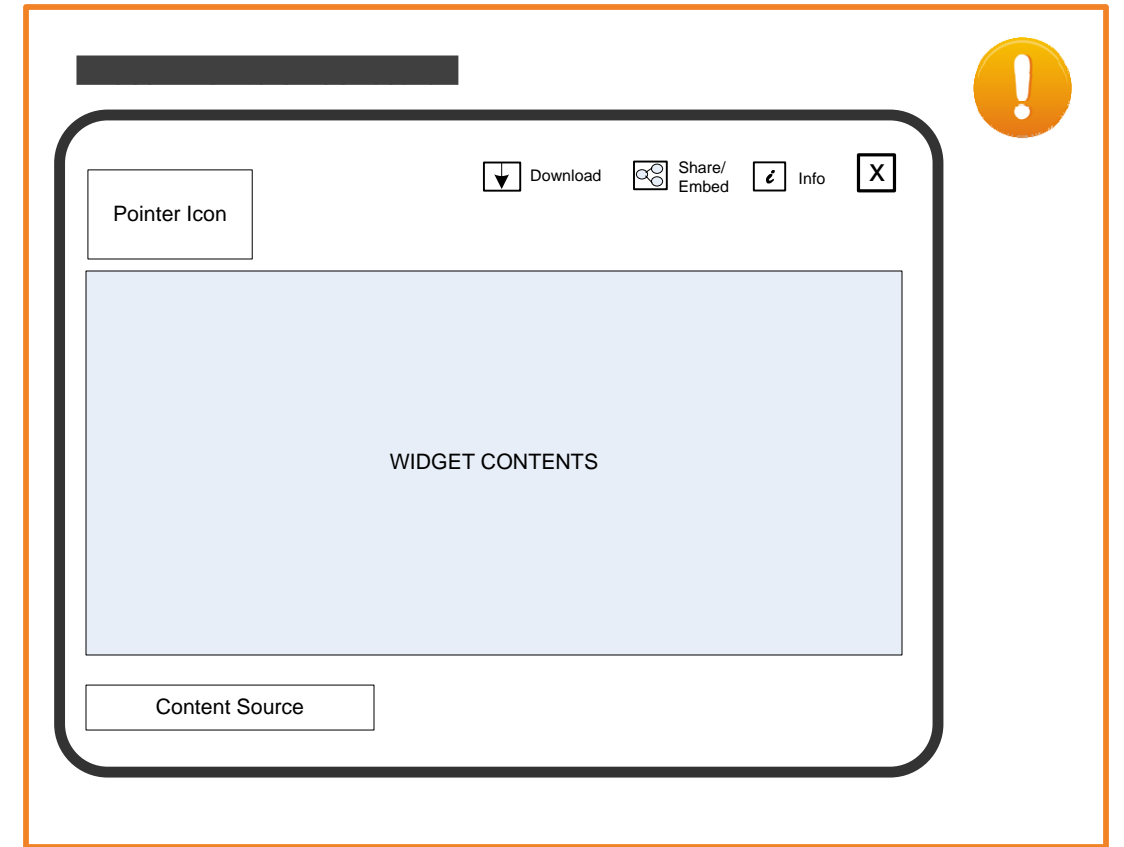
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Widget Variations

Desktop (Apple, Microsoft 7, Yahoo Widgets, NetVibes)



Embedded – MasterCard and Non MasterCard Site (Blogs, Partner Sites)



Region Selection User Flows

