

The Psychology behind the Citibank Classic Visa card: The emotional security of the Photocard, now with No Annual Fee.

The Citibank Classic Visa® instills in students feelings of safety, security, and general wellness not unlike those experienced in the womb. Therefore, it is the mother of all credit cards. ¶ Some experts attribute these feelings to the **Citibank Photocard**, the



Subject suffering from Credit Card Theft Nervosa.



Subject after receiving Citibank Classic Visa Photocard.

first credit card with your photo on it. A voice inside says, "This is me, really me." (As opposed to, "Who the heck is that?"—a common response to the photo on one's Student ID.) It's an immediate form of ID, a boost to your self-image. ¶ Of course if

your card is ever lost or stolen and a stranger is prevented from using it, you'll feel exceptionally good (showing no signs of Credit Card Theft Nervosa). ¶ Other experts point to other services, such as **The Lost Wallet™ Service** that can replace your card usually within 24 hours. Or the **24-Hour Customer Service** line, your

hotline if you will, for any card-related anxiety whatsoever. ¶ Further analysis reveals three services that protect the services you make on the Citibank Classic Visa card, at no additional cost. **1. Buyers Security™** can cover them against accidental damage, fire or theft, for 90 days from the date of purchase¹ (preventing, of course, Insecurity).

2. Citibank Lifetime Warranty™ allows one to extend the warranty for the expected service life of eligible products up to 12 years.² **3. And Citibank Price Protection**

assures you of the best price. You need only see the same item advertised in print for less, within 60 days, and Citibank will refund the difference up to \$150³ (hence no Post Purchase Depression). ¶ Special student savings are particularly therapeutic. For example,

you can receive a **\$20 Airfare Discount⁴** on any domestic flight. (Case studies indicate that a Fear of Flying is overcome when Spring Break in sunny Florida is a possibility.)

Not to mention savings on mail order purchases, sports equipment, magazines and music; a low variable interest rate⁵ of 15.4% and **No Annual Fee.** ¶ Suffice it to say, you'll

have a credit card you can depend on while building a credit card history. So, call **1-800-CITIBANK** (1-800-248-4226), extension 19, to apply over the phone (students

don't need a job or cosigner) or to have your

photo added to your Citibank Classic Visa

card. ¶ If we say that a sense of Identity

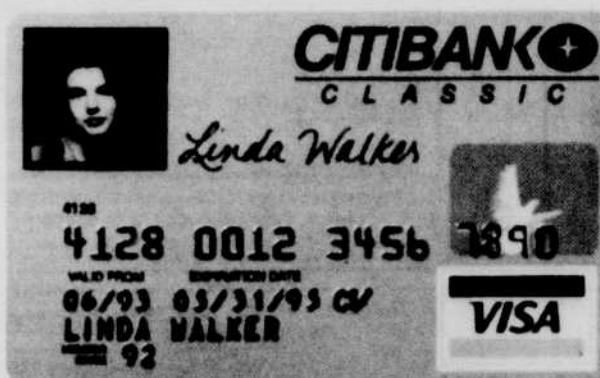
is the first component of the Citibank

Classic Visa card, a sense of Security

the second, and a sense of Autonomous

Will from your newfound financial inde-

pendence the third, don't be crazy...Call.



Not just Visa. Citibank Visa.

The Monarch® Notes Version:

The Citibank Classic card gives students no annual fee, peace of mind, protection against Freud—or rather fraud—and a low rate. Apply today.

Call **1-800-CITIBANK** (1-800-248-4226), **ext. 19.**

¹Certain conditions and exclusions apply. Please refer to your Summary of Additional Program Information. Buyers Security is underwritten by The Zurich International UK Limited. ²Certain restrictions and limitations apply. Underwritten by the New Hampshire Insurance Company. Service life expectancy varies by product and is at least the minimum based on retail industry data. Details of coverage are available in your Summary of Additional Program Information. ³Offer expires 6/30/94. Minimum ticket purchase price is \$100. Rebates are for Citibank student cardmembers on tickets issued by ISE Flights only. ⁴The Annual Percentage Rate for purchases is 15.4% as of 1/94 and may vary quarterly. The Annual Percentage Rate for cash advances is 19.8%. If a finance charge is imposed, the minimum is 50 cents. There is an additional finance charge for each cash advance transaction equal to 2% of the amount of each cash advance transaction; however, it will not be less than \$2.00 or greater than \$10.00. Monarch® Notes are published by Monarch Press, a division of Simon & Schuster, a Paramount Communications Company. Used by permission of the publisher. Citibank credit cards are issued by Citibank (South Dakota), N.A. ©1994 Citibank (South Dakota), N.A. Member FDIC.