

COLLEGE IS EXPENSIVE BUT SAVING FOR COLLEGE DOESN'T HAVE TO BE.

DID YOU KNOW...

ARKANSAS



216,799

households with children under the age of 18?¹



18

BUT ONLY

13,846²

PEOPLE ARE CURRENTLY SAVING FOR COLLEGE BY INVESTING IN THE



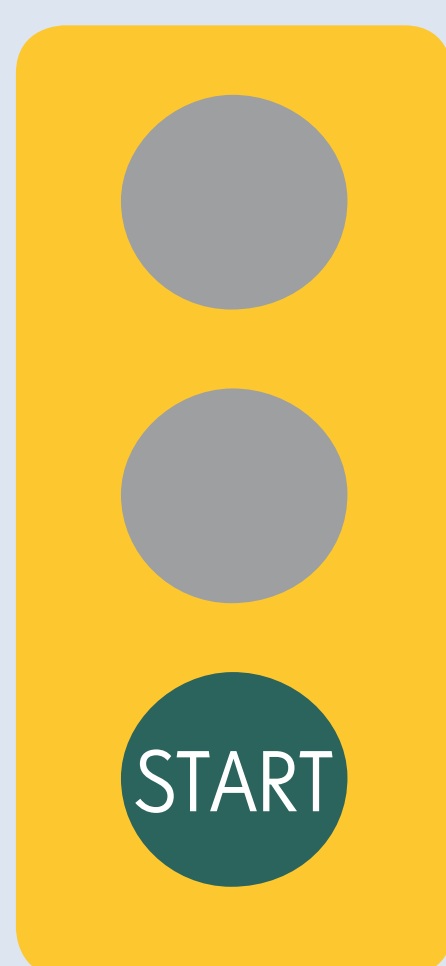
SO...

WHAT'S ONE THING TO DO TO SAVE FOR COLLEGE?

START.

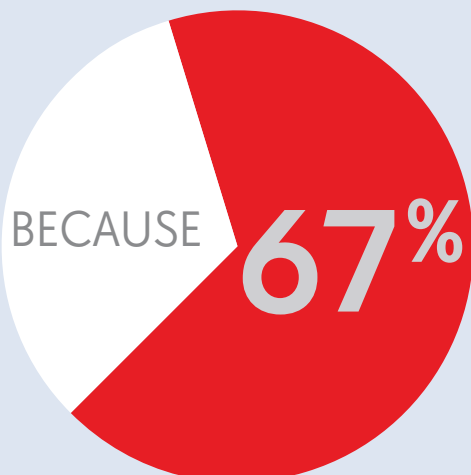
IT DOESN'T TAKE A LOT. MAYBE JUST THE COST OF A NIGHT AT THE MOVIES.

FOR ARKANSANS, THE SMART WAY TO SAVE FOR COLLEGE IS SIMPLE, TOO.



AND MANY OF THEM COULD BE MISSING OUT ON YEARS OF SAVINGS.

THAT'S BECAUSE



67% OF GIFT AR 529 PLAN ACCOUNTS ARE FOR CHILDREN AGE 10 OR OLDER.²



10

CONTRIBUTE AUTOMATICALLY WITH EACH PAYCHECK.



THE EARLIER FAMILIES START, THE MORE THEY COULD SAVE.

THE MEDIAN AUTOMATIC CONTRIBUTION TO A GIFT AR 529 PLAN IS

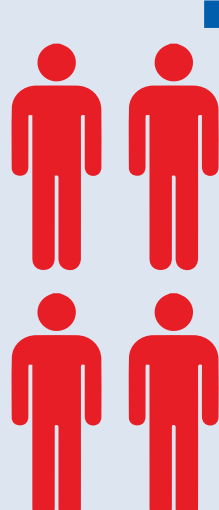
\$50.00,²

WHICH IS JUST A LITTLE MORE THAN A NIGHT OUT AT THE MOVIES.

AVERAGE COST OF MOVIE TICKETS FOR FAMILY OF FOUR IS

\$32.68³

(plus the cost of food and drink)



WHAT COULD JUST 1 MOVIE NIGHT A MONTH

OVER 18 YEARS BE WORTH FOR COLLEGE

\$11,221⁴



1. 2010 Census Data based off husband/wife household
 2. Ascensus College Savings as of 7/31/2015
 3. Cost of Movie Ticket: \$8.17 <http://natoonline.org/data/ticket-price/>
 4. Hypothetical example assumes \$32.68 over 18 years with 5% interest and 0 family savings: <https://bigfuture.collegeboard.org/pay-for-college/paying-your-share/college-savings-calculator#>

Before you invest, consider whether your or the beneficiary's home state offers any state tax or other state benefits such as financial aid, scholarship funds, and protection from creditors that are only available for investments in that state's qualified tuition program.

For more information about The GIFT College Investing Plan (the "GIFT Plan"), call 1-800-587-7301 or visit www.thegiftplan.com to obtain a Program Description and Participation Agreement, which includes investment objectives, risks, charges, expenses and other information; read and consider it carefully before making an investment or sending money. Ascensus Broker Dealer Services, Inc. ("ABD") is Distributor of the GIFT Plan.

The GIFT Plan is a college tuition savings program sponsored by the State of Arkansas and administered by the Arkansas Section 529 Plan Review Committee ("Committee"). ABD, the Program Manager, and its affiliates have overall responsibility for the day-to-day operations, including investment advisory services, recordkeeping, administrative services and marketing of the GIFT Plan. The GIFT PLAN's Portfolios invest in: (i) mutual funds; or (ii) an FDIC-insured omnibus savings account held in trust by the Committee at Sallie Mae Bank. Except for the GIFT Plan Savings Portfolio, investments in the GIFT Plan are not insured by the FDIC. Units of the Portfolios are municipal securities and the value of units will vary with market conditions.

Not FDIC-Insured (except for the Savings Portfolio). No Bank, State or Federal Guarantee. May Lose Value.