

Valuable information to
successfully promote
and market your gift
card program



Electronic Gift Card Program

Thank you for choosing Elavon as your gift card program partner.
You can begin offering gift cards right away!

Displaying the gift cards near your point of sale will help you take advantage of this new promotional tool. This guide details how to setup and use your gift cards in the most effective ways.

Your gift cards can be used for more than gifts. They are a powerful marketing tool to promote your business and encourage repeat business.

Ways to use your cards include:

- Gifting
- Promotions
- Employee Rewards
- Charitable donations
- Merchandise Returns
- Promote new Products
- Offer a Discount
- Customer Appreciation



LET'S TALK:

AT-A-GLANCE FEATURES

- **Bring In New Consumers.** Potential new consumers sample your business – ideal for promotional mailings, charitable donations, come-back rewards, etc.
- **Increase Sales & Profits.** Most card recipients spend an average of 38%¹ more than the value of their gift card. The value stays on the card and in-store.
- **Encourage Repeat Business.** Regular consumers can conveniently use a prepaid balance for recurring services.
- **Popular With Consumers.** One of the top gifts during the holiday season.
- **Simple To Manage.** With consolidated electronic reporting and tracking, our EGC program is simple to manage.

¹ www.creditcards.com/credit-card-news/prepaid-gift-card-statistics-1276.php#10-ceb-gift-cards

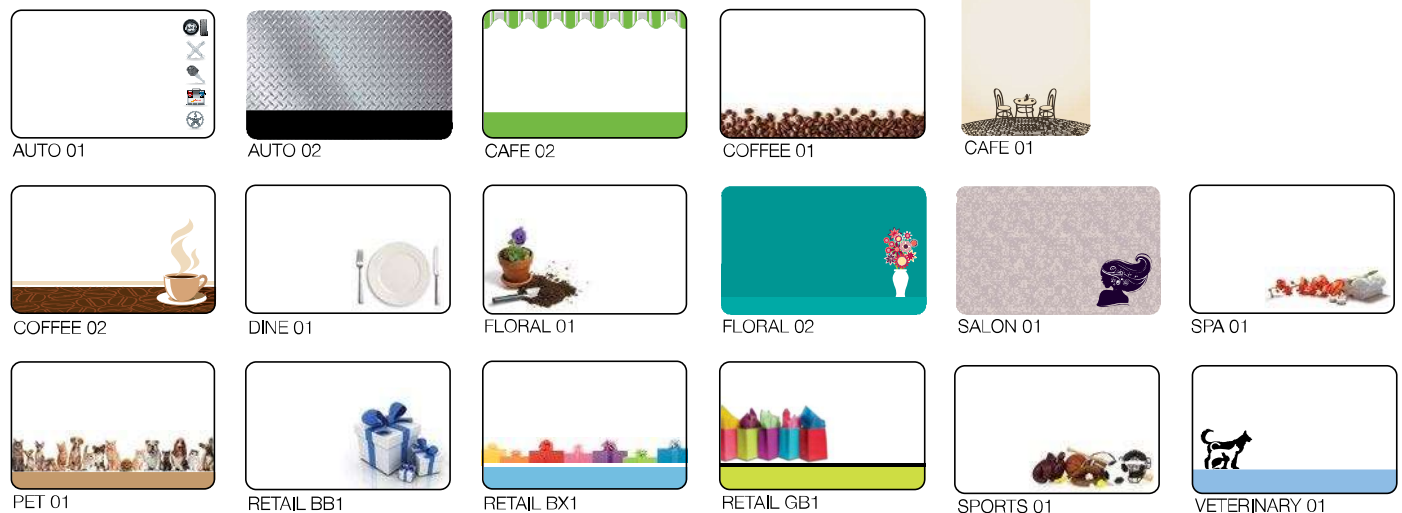


Standard Card Designs

Elavon

For cards that are quick, easy, and stylish, just follow these steps.
These cards can also be used with the Elavon Electronic Gift Card program.

1. CHOOSE ONE OF THE FOLLOWING CARD STYLES*:



SOLID COLORS



Graphics/text and colors shown on the themed styles cannot be modified. Non-themed styles can have any combination of solid colors shown.

2. CHOOSE EITHER LOGO OR TEXT BRANDING.

Logo Branding is four color printing and prints the artwork file with any incorporated text as a single file print. For text branding, select one of the three following fonts and one of the 12 available text colors.

Brush Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

3. FOR TEXT BRANDING, SELECT ONE COLOR*



*Colors on style guide might differ slightly from actual colors.



Standard Card Artwork Ordering Details



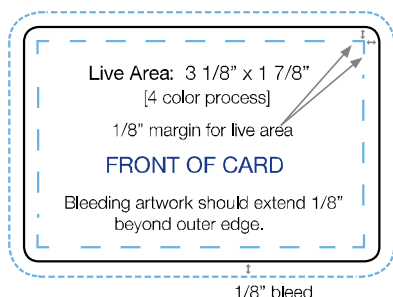
CARD SIZE

Actual Card Size: 3.375" x 2.125"

Text/Logo Printing Area: 3.125" x 1.875"

Full Bleed Artwork Size: 3.625" x 2.375"

Note: The words "Gift Card," or a similar identifier, are required on the front of the card due to regulatory requirements. If the logo artwork does not include this language, our design team will add these words prior to the proof copy.



CARD COLOR OPTIONS

There are 17 pre-designed cards available or one of six solid card colors to help make your card design process easy, stylish, and quick.

FONT TYPE OPTIONS

Standard cards include three font options and 12 font color options.

ORDER SIZE

- Minimum order: 100 cards
- Maximum order: 1000 cards
- Order increment: 100 cards
- Each Standard card order comes with blank white card envelopes and selection of card carriers in four standard designs.

PRODUCTION TIME AND PROOFING

Production time is 8 business days for Standard cards from FINAL proof approval. Proofs will be provided via email. Production will not begin until the FINAL proof sign-off is received. One proof and one correction is

included in the standard order pricing; each additional proof is \$35. Please note that any changes post-FINAL proof sign-off may result in a reprint charge.

Technical Submission Requirements

LOGO/TEXT ARTWORK SPECIFICATIONS:

- All artwork must be submitted press ready. Artwork cannot be scanned images or images provided on business cards.
- Any text within the logo must be part of the same logo submission file. No text can be added to the card separate from the logo image.
- All artwork, or photos included in your artwork, must have a resolution of 300 dpi at print size. Photos cannot be copied from internet or have watermarks included in the image.
- The color of standard cards or pre-imprinted graphics/text cannot be modified.
- Standard cards cannot be imprinted or modified on the back. Regulatory requirements mandate the use of this space.
- Submitted logos must be created in Adobe Creative Cloud (CC) using either Illustrator, Photoshop, or InDesign. Acceptable file formats are eps, tiff, ai, psd, or pdf. Do not flatten files.
- Only one font can be used with no variation by line.
- All colors must be submitted in CMYK format. RGB or PMS images will be converted to CMYK and could result in undesirable color intensity.
- Do not send submissions in PowerPoint, Publisher, Word, Excel, Gif, Bitmaps, or low quality jpg/png files.

SEND DIGITAL ARTWORK TO:

Email: Artwork@Elavon.com

Elavon, Attn: Loyalty & Gift Boarding
7300 Chapman Highway
Knoxville, TN 37920 U.S.A.

Design Contact Line: 865-403-8045

Please include the following in your artwork submission:

1. Name of business and MID for which artwork is being submitted.
2. Contact name and phone number.
3. Indicate whether the artwork and text is for a standard or custom order.



Custom Card Artwork Ordering Details

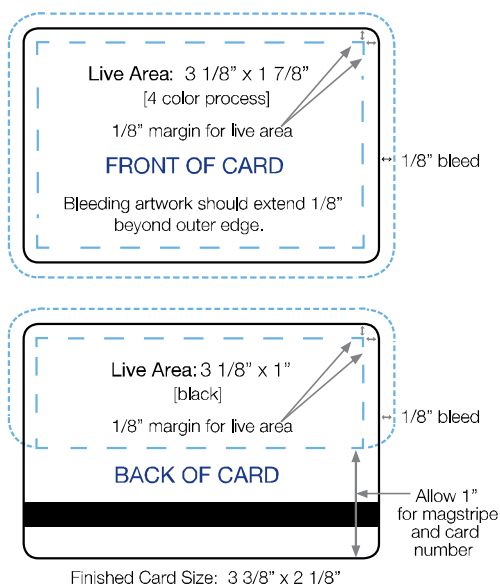


CARD SIZE

Actual Card Size: 3.375" x 2.125"
Customizable Front: 3.125" x 1.875"
Full Bleed Artwork Size: 3.625" x 2.375"

*Custom cards are customizable on the front and back.

Note: The words "Gift Card," or a similar identifier, are required on the front of the card due to regulatory requirements. If the logo artwork does not include this language, our design team will add these words prior to the proof copy.



COLOR OPTIONS

There are no color printing limitations on our plastic cards. For optimal card appearance, solid dark backgrounds are not recommended as any surface imperfection may be highly visible.

FONT TYPE OPTIONS

Fonts used in customer provided designs or artwork must be sent in a full font file by the customer. If you wish to use a standard font, our design team can help you select a font from the available options.

Technical Details: Font types are best handled as vector art. All type

should be converted to outlines when submitting artwork using Adobe Illustrator. If using Photoshop, the fonts must be included in the file and should be saved on separate layers.

ORDER SIZE

- Minimum order: 500 cards
- Order increments: 500
- Custom cards require separate ordering of white card envelopes and selection of card carriers in four standard designs.

PRODUCTION TIME AND PROOFING

Production time is 12 business days for Custom cards from FINAL proof approval. Delivery times for card quantities over 50,000 will be quoted separately.

Proofs will be provided via email. For Custom orders, please print, sign, scan and email back the proof copy. Production will not begin until the FINAL proof sign-off is received. One proof and one correction is included in the Custom order pricing; each additional proof is \$35.

Please note that any changes post-FINAL proof sign-off may result in a reprint charge.

ADDITIONAL REGULATORY REQUIREMENTS

There are two optional services that, if used, require regulatory language to be included on the back of your card. Please consult your legal counsel about state and federal laws in your area regarding gift card regulation and language.

- Service Fee: Language must include when the fee will begin and what the fee amount will be after specified period of non-use. For example: "After X consecutive months of non-use or inactivity, a \$X.00 service fee will be charged against any remaining balance."

- Expiration Date: Language must include the date when the card will expire. For example: "This card will expire XX number of months after non-use, except where prohibited by law."

Technical Submission Requirements

ARTWORK SPECIFICATIONS:

- All artwork must be submitted press ready. Artwork cannot be scanned images or images provided on business cards.
- All colors must be submitted in CMYK format. RGB or PMS images will be converted to CMYK and could result in undesirable color intensity.
- All artwork, or photos included in your artwork, must have a resolution of 300 dpi at print size. Photos can't be copied from internet or have watermarks included in the image.
- Artwork must be created in Adobe Creative Cloud (CC) using either Illustrator, Photoshop, or InDesign. Acceptable file formats are eps, tiff, ai, psd, or pdf. Do not flatten files.
- Do not send submissions in PowerPoint, Publisher, Word, Excel, Gif, Bitmaps, or low quality jpg/png files.

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Please include the following in your artwork submission:

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3. Indicate whether the artwork and text is for a standard or custom order.



Card Carrier Information



All Standard Card orders include white card envelopes and an assortment of the four card carrier designs below. Card carriers come in packs of 100 and can be ordered individually as well as in sample packs. A retail display stand is also included and can be used to increase the visibility of your cards. Custom cards require separate ordering of white card envelopes and selection of card carriers from the four standard designs below.



Additional Card Carriers are available in the following designs and come with white envelopes.



Generic #GN001



Gift For You #AG012



Thank You #TY001



Happy Birthday #HB005

SETTING UP YOUR DISPLAY STAND

1. Insert one card inside plastic sleeve of display stand back
2. Affix display stand back to display stand
3. Place stand on counter near point of sale
4. Place carriers and envelopes in top two rows
5. Insert cards in first row near counter
6. Promote your cards!

