

WordStock Gift & Loyalty Cards

WordStock gift cards are designed to be used in your store, so all value generated by them stays in your store. Plus, you have the convenience of integration with WordStock and the savings of no extra fees or charges.

Cards can be customized with your own graphics (artwork specs are on the reverse) and include two lines of text on the back for identifying your store by name and location. An additional line of customized text is available for you to summarize your usage policy. *Be sure to check applicable state laws and set your gift card policy accordingly.*

Gift cards have no value until they're 'activated' by being sold. When the recipient wants to use the card, you simply scan the card's barcode. Gift cards are available as "one-time" or "reloadable": one-time cards are retired after their value has been consumed, while reloadable cards can have value added on an ongoing basis.

In order to accept gift cards as a method of payment, you'll need WordStock's Reloadable Card Program, which tracks these cards. Please contact WordStock for pricing.

WordStock also sells custom customer loyalty cards designed to work with WordStock's *Customer Loyalty* program: each card has a barcode on the back that you scan to track the customer's purchases. Scan the card at the POS and WordStock automatically tracks the sale according to how your program has been designed. (If you don't have scanners, you can enter the customer's number manually.) We offer three different loyalty card formats:

- A **card & keytag combo**, which share the same customer number;
- A **card** by itself; and
- A **keytag** by itself.

Please see the reverse of this document for detailed artwork and card specifications.

These illustrations show the keytag used in the card/keytag combo, and the stand-alone keytag. The small keytag is available only in a combo with the card.



Customer Loyalty Cards

- Digital printing
- Minimum Order 1000

#1808 Shortpak

1000:	0.75
2500:	0.65
5000:	0.60

#1809 Card Only

1000:	0.65
2500:	0.55
5000:	0.50

#1810 Keytag Only

1000:	0.50
2500:	0.41
5000:	0.38

- Digital Printing Set-Up Fee \$55.00

Gift Cards

- Digital printing
- Minimum Order 1000

#1820 Gift Card Hanging

1000:	0.75
2500:	0.63
5000:	0.57

#1825 Gift Card Only

1000:	0.63
2500:	0.53
5000:	0.48

- Digital Printing Set-Up Fee \$55.00

- Shipping not included.

- 4-color process printing or Pantone color match printing are available; please ask about quantities and pricing.



Card Artwork Specs

Card Terms & Specifications

- Black barcodes printed on the back;
- Cards have a .30 mil clear laminated protective film;
- Delivery [after acceptance of artwork]: 4-6 weeks for offset printing; 3-4 weeks for digital printing;
- Payment terms: upon acceptance of artwork proof, we require a \$500 down payment for orders greater than \$1000; the balance, plus shipping charges and any applicable taxes, due upon delivery.

Artwork Specifications

- 'Non-bleed' graphics and text: keep 1/8" from edges;
- Color/Grayscale images: 300 dots-per-inch, 100%, saved as CMYK;

Resolution & Format

- Scanned images should be at least 300 dpi; lower resolutions will most likely result in poor quality printing.
- TIF format will result in the best quality artwork for scanned images.

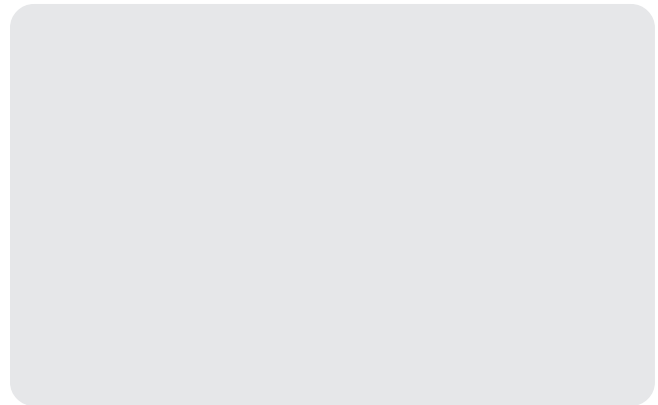
Non-Digital Artwork

If you are not able to provide artwork in a digital format, we will need to scan your artwork for you. Please provide clean, crisp, black & white artwork.

- Screened areas will not scan correctly and will result in unclear images.
- Multicolor artwork should be indicated on a separate sheet.
- DO NOT DRAW on artwork and DO NOT FOLD artwork to be scanned.

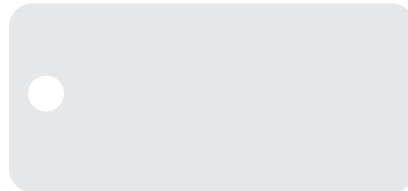
Artwork Creation Production Fee:

We charge \$300 to create custom artwork for your gift card. This includes one round of changes to wording and/or color and/or graphic placement. Each additional round of changes costs \$100.



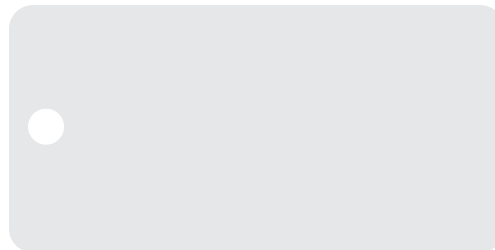
Card Dimensions & Layout - actual size

- width = 3-3/8" height = 2-1/8"
- 'live' [printed] area = 3" W x 1-3/4" H



Combo Keytag Dimensions & Layout - actual size

- width = 2-1/8" height = 1"
- 'live' [printed] area = 1-3/4" W x 5/16" H
- die-cut hole = 3/16" diameter



Keytag Dimensions & Layout - actual size

- width = 2-5/8" height = 1-1/8"
- 'live' [printed] area = 2-1/4" W x 3/4" H
- die-cut hole = 3/16" diameter



Illustration of back of gift card