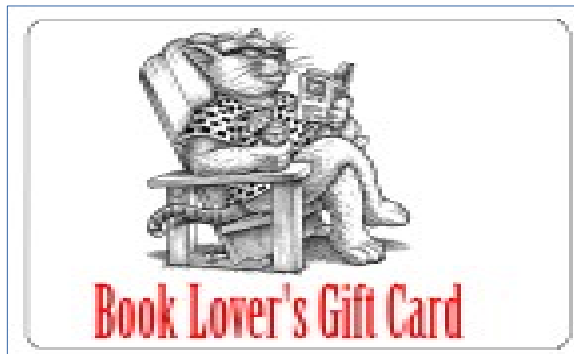


# WordStock Gift & Loyalty Cards

WordStock gift and loyalty 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.



## Gift and Loyalty Card Pricing:

### Standard Card:

1000:	0.69
2500:	0.55
5000:	0.50

### Hanging Card:

1000:	0.83
2500:	0.69
5000:	0.63

### Keytag Only:

1000:	0.53
2500:	0.42
5000:	0.40

### Card/Keytag Combo:

1000:	0.83
2500:	0.72
5000:	0.66

There is a \$55 setup charge for each order, as well as shipping from our printer.

There is normally a 1000 card minimum order. We can accommodate orders as small as 250 cards at a significantly higher per unit cost. Please contact us for pricing for those, or for orders over 10,000 cards.

Cards can be customized with your own graphics (artwork specs are on the reverse) and include room for text on the back for identifying your store by name and location. Space is also available summarize your usage policy.

*Be sure to check applicable laws and set your gift card policy accordingly.*

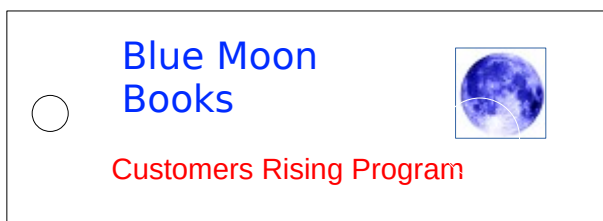
Gift cards have no value until they're activated by being sold. When the recipient wants to use the card, you simply scan the cards barcode. Gift cards reloadable, so customers can add value and you can reuse fully redeemed cards if you would like

In order to accept gift cards as a method of payment, you'll need WordStock's Gift 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 customers purchases. Scan the card at the POS and WordStock automatically tracks the sale according to how your program has been designed. 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.*



# Card Artwork Specs

*The information below is a guide.  
Our printer can probably work  
with whatever you have.*

## **Card Terms & Specifications**

Black barcodes printed on the back;  
Cards have a .30 mil clear laminated  
protective film;

## **Delivery** [after acceptance of artwork]:

Normally 1-3 weeks

## **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.

TIF format will result in the best quality  
artwork for scanned images.

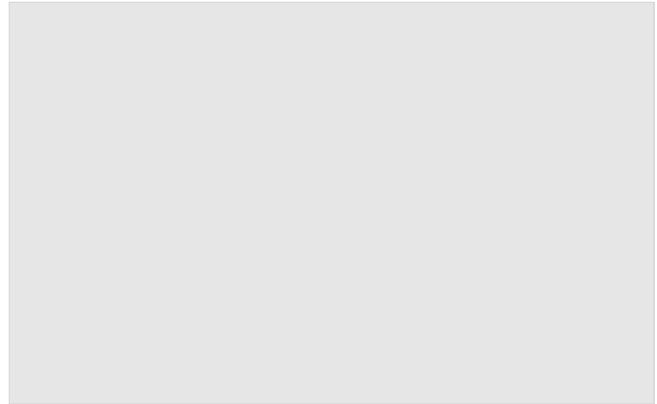
## **Non-Digital Artwork**

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.

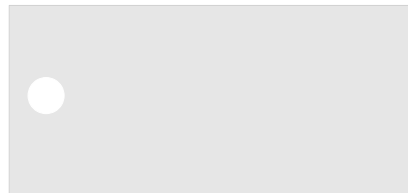
Screened areas will not scan correctly and will  
result in unclear images.

Multicolor artwork should be indicated on a  
separate sheet.

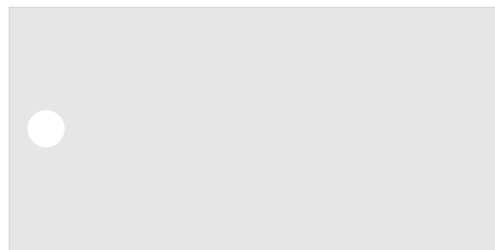
DO NOT DRAW on artwork and DO NOT FOLD  
artwork to be scanned.



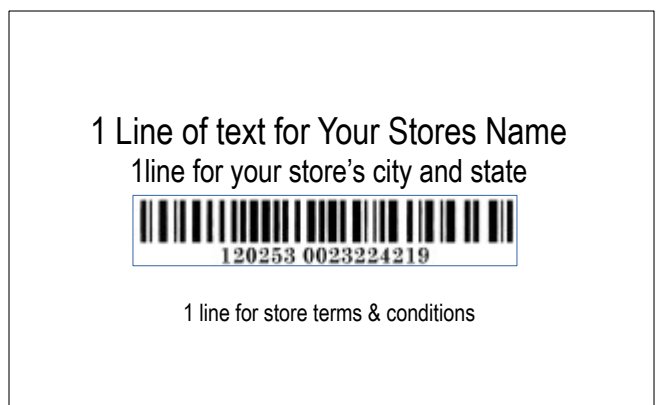
**Card Dimensions & Layout** - actual size  
width = 3-3/8 height = 2-1/8  
live [printed] area = 3 W x 1-3/4 H



**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**