

WordStock Gift Card Pricing

Customers have shown that they prefer the convenience, durability, and greater perceived value of plastic gift cards over paper gift certificates.

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 full integration with WordStock and the savings of no extra fees or charges.

Cards are available in the four designs shown below or can be customized with your own graphics. (Artwork specs for custom cards are on the reverse.)

Standard WordStock cards don't specify a dollar amount, but we can have cards with a 'fixed value' such as \$50, made at an additional cost to you.

All WordStock gift cards — whether our designs or yours — include two lines of text on the back for identifying your store by name and location.

An additional line of customized text is for you to summarize your usage policy. *Be sure to check applicable laws to 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 scan the card's barcode with your regular POS scanner (or key in the card's number if you prefer not to use scanners) and WordStock recognizes it as a method of payment. WordStock gift cards are currently for one-time use only.

You'll need WordStock's *Coupons* program, which tracks not only gift cards, but also gift certificates, credit memos, and other kinds of coupons; *Coupons* sells for \$20/month.

Gift Card Pricing

shipping not included

Standard Digital Printing

Minimum order 1000 cards

Item #1820

Gift card in hanging frame for rack display:

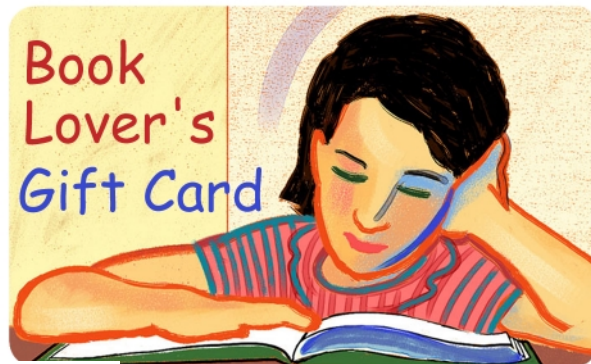
1000 - 2499	\$0.75
2500 - 4999	\$0.63
5000+	\$0.57
digital printing setup fee:	\$55.00

Item #1825

Gift card only:

1000 - 2499	\$0.63
2500 - 4999	\$0.53
5000+	\$0.48
digital printing setup fee:	\$55.00

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



Gift Card Artwork Specifications

Please provide all artwork in a digital format, if possible

Scenario 1: You or your designer have produced print-ready artwork.

If you are working with a designer, please give these specifications to the designer.

Please email files in 'ZIP' format *only*; we do not accept other compression formats, such as proprietary Macintosh formats.

Specifications for gift card artwork files:

- Files must be in native Adobe *Illustrator* format, Version 9 or 10;
- The *Illustrator* file should be saved in **uncompressed** layers, e.g.:
 - Layer 1 - background *color or image*
 - Layer 2 - store logo *image or text*
 - Layer 3 - text *such as 'A Gift for You'*
 - Layer 4 - other image *decorative graphics*
- Images should be exact, final size; scanned images should be at a resolution of 300 - 600 dpi; 'TIF' format will result in the best quality
- Please include ALL fonts used in the file; keep text at least 1/8" from the edge of the card
- Be sure to specify colors in **CMYK**, not RGB: RGB format will be rejected because it produces inaccurate colors

Common mistakes:

- Not providing fonts or imported graphics
- Providing low resolution graphics
- Specifying colors as RGB instead of CMYK

Artwork Evaluation Fee:

Our fee for evaluating and forwarding 'finished' artwork files is \$100 for each iteration of each image you want to use.

This means that, if we reject your file because it doesn't comply with the specifications, we will assess the evaluation fee for every subsequent time we evaluate the file.

Similarly, if you want to use three different designs to make three different cards, our total evaluation fee will be three times \$100, or \$300, total.

Scenario 2: You do not have finished artwork files and/or cannot make artwork files on your own.

If you are not working with a designer, and/or are unable to provide compliant artwork files on your own, we can create artwork for you.

You will need to email any graphics and fonts that you want us to use, and specify the colors you'd like — use the Pantone system to specify colors and we'll convert the Pantone colors to CMYK.

If you cannot provide graphic elements, such as your logo or an image, in the electronic 'TIF' format, we will scan an original source, such as a photograph or letterhead, for you. If possible, provide clean, crisp, black/white artwork.

Note that printed documents, such as images in a letterhead, may not scan correctly and may result in unclear images. Consequently, an original photograph, rather than a printed document, is preferable for scanning.

Please do not fold or draw on any graphic items that are 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.

1 line of text for Your Store's Name

1 line for your store's City & State



This card has no cash value and will not be replaced if lost

ILLUSTRATION of BACK of GIFT CARD

Card Dimensions & Layout - actual size

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