

CUSTOMER GIFT CARDS

A NEW WAY TO PROVIDE YOUR CUSTOMERS WITH FOODSERVICE REWARDS® BONUS POINTS

OVERVIEW

Foodservice Rewards now offers laminated paper gift cards. These cards can be used to award recipients a fixed number of bonus points. With a new, lower minimums and a low, fixed cost, these are an excellent idea for sales representatives to use to reward their best customers, or for trade show handouts.

CUSTOMIZATION

There are two options for the types of code used:

- **Static Code:** One time use bonus code. Operators can enter the gift card code only once into their account.
- **Unique Code:** Variable bonus code. Operators could receive multiple gift cards and enter each into their account.

There are two options for card artwork (see samples):

- **Custom:** Sponsors provide custom front artwork. BI provides standard back.
- **Standard:** BI customizes standard card with Sponsor logo.

NEXT STEPS

- Contact John Neupauer at (952) 844-4566 or Sandy Younger at (952) 844-4762 to place your order and confirm customization choices.
- Provide custom artwork or 300 dpi EPS company or brand logo.

PRICING & MINIMUMS

Quantity	Price	Notes
500+	\$ 0.50	<ul style="list-style-type: none"> ▪ Minimum order of 500 cards. ▪ Minimum point value is 150 points ▪ Minimum expiration is 24 months ▪ Sponsor is responsible for shipping costs. ▪ There can be up to a 10% overrun. Sponsor billed at actual. ▪ Delivery in approximately 2-3 weeks.

FILE SPECIFICATIONS FOR CUSTOM CARDS

Both front and back artwork must be set-up for full bleed, as explained below:

- **Print Size:** Image should be created to print 3.75" x 2.25".
- **Trim Area:** After printing the card is trimmed 0.125" (1/8") on all four sides resulting in the final 3.5" x 2" card. Do not end the artwork at the trim. This may result in the card having a white edge.
- **Safe Zone:** We recommend confining your primary image content (text, logos and primary images) to a safe zone of 3.125" x 1.625".
- **Resolution:** Image needs to be 300 DPI. Do not sacrifice the quality of your image by increasing the JPG compression. We recommend you compress at "High Quality" level.
- **File Size:** Maximum file size is 5MB.
- **File Type:** Please provide an RGB JPG file or a high-res PDF.

