

Custom Design Cards & Carriers - Gift Card Set Up Form

Will cards from this location need to work at any other location?

☒ No ☐ Yes (Indicate the other locations by including Additional Location Form(s) with this order submission.)

☐ Channel Comp
(No Retail to be billed to Merchant - Requires Finance Approval)

CLIENT INFORMATION

Merchant Processing #:		Gift Card Entitlement #:	
Card Length: ☐ 16-digit (Standard Card Format) ☐ 19-digit (If this is a new merchant complete and attach the Promo Bin Change Request form)			
Legal Name: Edman Enterpistes, Inc		DBA Name: Valley Mart	
Shipping Address:			
City:		State:	Zip Code:
Contact Name:	Phone Number:	E-mail Address:	
Delivery Method: ☐ Ground ☐ 2nd Day ☐ Next Day Air (Billed to Merchant)			

ORDER AND PRICING INFORMATION

DESCRIPTION	SEQUENCE CODE	QTY	PER ITEM COST	TOTAL	DESCRIPTION	SEQUENCE CODE	PRICE
Custom Cards - Design 1				0.00	Gift Card Monthly Fee (If Applicable)	32M	
Custom Cards - Design 2				0.00	Transaction - Activation	G66	
Custom Design Carriers				0.00	Transaction - Redemption	G67	
Standard Design Carriers	G31			0.00	Transaction - Reload	G68	
Envelopes (100/package)	G74			0.00	Transaction - Void/Reversal	G69	
Graphic Design Assistance per hour (optional)	G40			0.00	Transaction - Balance Inquiry	G70	
					Transaction - Other	G71	
					VRU - per call (optional)	G32	
					Location Set-Up Fee (per location)	G34	

Total Set-Up Cost 0.00

MARKETING SUPPLIES

DESCRIPTION	SEQUENCE CODE	PART CODE	QTY	PER ITEM COST	TOTAL	DESCRIPTION	SEQUENCE CODE	PART CODE	QTY	PER ITEM COST	TOTAL
Insert Poster Custom	G61				0.00	Counter Top Display	G42	MNF2			0.00
Door Decal	G36	MNRH			0.00	Welcome Kit	G77				0.00

Total Set-Up Cost 0.00

CLIENT APPROVAL

ACKNOWLEDGEMENT/AUTHORIZATION: All fees for the Services shall be paid by an ACH transfer of funds from a bank account designated by Client. Client hereby authorizes Company to initiate debit and/or credit entries and adjustments from or to Client's designated account for such purpose. This authorization shall remain in full force and effect until Company has consented to its termination, at such time and in such a manner as to afford Company a reasonable opportunity to act on it. Client acknowledges that it has received and read a copy of the Gift Card Processing Agreement, the Program Guide or other applicable document containing the general terms and conditions governing the provision of Services. In the event of any conflict between such general terms and conditions, and this Gift Card Set-Up form, the terms set forth in this Gift Card Set-Up Form shall govern.

Client's Business Principal Signature:

X _____ Date: _____

Print Name: _____ Title: _____

SALES REPRESENTATIVE INFORMATION

Sales Channel Name:	Sales Rep Name:	Sales Rep ID:
Sales Rep Phone #:	Sales Rep E-mail:	
Secondary Contact (OA) Name:	Secondary Contact (OA) E-mail:	

Merchant Processing #:	Gift Card Entitlement #:	Client DBA Name:
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CARD ORDER PROMO REQUIREMENT

Card Design 1 ☐ Default Promo (Non-Denominated, Reloadable, No Expiration) ☐ Use Existing Promo ☐ Create New Promo ☐ Additional Reloadable Promo (reloadable, non-denominated) Promo Name ☐ Merchandise Return Promo (non-reloadable, non-denominated) Promo Name ☐ Marketing Incentive Promo (non-reloadable, denominated) Promo Name Default Amount (Value determined by merchants store promotion) (Choose One) Fixed Expiration Date Relative Expiration Date Months	Card Design 2 ☐ Default Promo (Non-Denominated, Reloadable, No Expiration) ☐ Use Existing Promo ☐ Create New Promo ☐ Additional Reloadable Promo (reloadable, non-denominated) Promo Name ☐ Merchandise Return Promo (non-reloadable, non-denominated) Promo Name ☐ Marketing Incentive Promo (non-reloadable, denominated) Promo Name Default Amount (Value determined by merchants store promotion) (Choose One) Fixed Expiration Date Relative Expiration Date Months
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Custom Card & Carrier Design Information

- ☐ Artwork to be provided is in electronic format and compliant with specifications set in Custom Card Artwork Requirements. Send artwork to GiftCardArt@firstdata.com
- ☐ Concepts or artwork elements to be provided. Client requests Design Assistance. Fee included on page 1 Pricing Schedule. Send concepts to GiftCardArt@firstdata.com
- ☐ Custom Treatment of Standard Card Design - Design Code: _____ Client requests Design Assistance. Fee included on page 1 Pricing Schedule. Send concepts to GiftCardArt@firstdata.com
- ☐ Reorder only - Use most recent design on file with no changes (A proof will be sent to client for confirmation)

PROOF EXCHANGE

- PROOFS: ☐ E-mail proof. E-mail address for proof approval: _____
- ☐ No E-mail available. Proof will be sent Next Day Air to client address. Cost will be passed through to Client.

BACK OF CARD LANGUAGE SELECTION

STANDARD BACK OF CARD LANGUAGE:	☐ Thank you very much for your business. We look forward to seeing you again. ☐ Thank you very much for your business. We look forward to seeing you again. Gracias por su visita. Esperamos verlos muy pronto. ☐ Blank (except for card number)
Back of card text is in black only.	
CUSTOM BACK OF CARD LANGUAGE:	Please Note: It is advised that you seek legal advice for custom back of card language. ☐ YES Custom back of card language is to be forwarded to GiftCardArt@firstdata.com Back of card artwork is in grey scale only.

GIFT CARD CARRIERS

CARRIER STLE:	☐ FC-CUS (Top Folding Custom Design) ☐ JC (J-Hook Hanging/Folding Custom Design)
CARRIER DESIGN:	☐ Custom Design Carrier - Provide custom artwork to GiftCardArt@firstdata.com ☐ Standard Design Carrier/Sleeve Pocket Code: ☐ Custom Carrier to match Standard Card Design Code:

Comments:

Design Information Above Approved: _____
 Client Initials

GIFT CARD FEE SEQUENCE CODES

G03	Gift Card - Custom Cards 1,000 - 2,499
G04	Gift Card - Custom Cards 2,500 - 4,999
G05	Gift Card - Custom Cards 5,000 - 7,499
G06	Gift Card - Custom Cards 7,500 - 9,999
G07	Gift Card - Custom Cards 10,000 - 24,999
G08	Gift Card - Custom Cards 25,000 - 49,000
G09	Gift Card - Custom Cards 50,000 - 99,999
G10	Gift Card - Custom Cards 100,000 - 199,999
G22	Custom Design Carriers 1,000 - 2,499
G23	Custom Design Carriers 2,500 - 4,999
G24	Custom Design Carriers 5,000 - 7,499
G25	Custom Design Carriers 7,500 - 9,999
G26	Custom Design Carriers 10,000 - 24,999
G27	Custom Design Carriers 25,000 - 49,999
G28	Custom Design Carriers 50,000 - 99,999
G29	Custom Design Carriers 100,000 - 199,999
G30	Insert Poster - Standard to fit 8.5 x 11 or Table Tent, depending on Part code selected
G31	Standard Design Carrier - must be ordered in increments of 50
G32	VRU Usage - Fee charged each time a Gift Cardholder calls the customer support 800 number printed on the back of the card (optional) to get balance information.
G33	Color and Image Set Up Fee - Per custom card order design - One hour of service utilized for artwork, template, proof preparation and press plate creation. Includes up to three proofs total (two revisions). Required for the production of Custom Gift Cards.
G34	Set Up Fee - Per location and based on number of locations participating in the program.
G35	Display Rack w /Box
G36	Door Decal
G40	Graphic Design - Hourly fee for graphic design services utilized for custom card and/or custom carrier orders on an as needed basis, specifically if requested or either no artwork or non-compliant artwork is submitted. Can cover all aspects of the project from concept consultation, design, concept proofs, multiple versions and revisions. Fee is not assessed unless services are rendered. Merchant is advised if fees will exceed two hours. Billed in whole hour increments.
G42	Display Rack w/J Hook Single
G48	Display Rack w/o Box- Either 8.5 x 11 clear or Table Tent silk screened depending on Part code selected.
G51	Block Activation - Fee to pre-program Gift Cards to have a dollar amount automatically associated with them.
G61	Custom Insert Poster - Posters based on merchant's card design sized to fit Display Rack w or w/o box.
G63	Order Cancellation Fee - Fee assessed by card manufacturer when a request to cancel an order is received after the cards/carriers are in production.
G65	Database Information Transfer Fee - Fee assessed when a merchant cancels his/her Gift Card program and requests to have the historical data related to his/her Gift Card account delivered to him/her.
G66	Gift Card Transaction - Activation
G67	Gift Card Transaction - Redemption
G68	Gift Card Transaction - Reload
G69	Gift Card Transaction - Void/Reversal
G70	Gift Card Transaction - Balance Inquiry
G71	Gift Card Transaction - Other Transaction - time out reversal, etc.
G74	Envelopes - Fits closed carrier format. Bundled in packages of 100.
G77	Welcome Kit - Gift Card marketing guide and materials