

## CUSTOMER GIFT CARDS

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

### OVERVIEW

Foodservice Rewards now offers gift cards awarding recipients a fixed number of bonus points. Consider using these cards for sales representatives to reward their best customers, or 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.
- Approve proofs.
- Delivery in approximately 3 weeks (static code) or 5 weeks (unique codes).

### PRICING & MINIMUMS

Order Quantity	Price	Notes
1,000 – 4,999	\$ 1.00	<ul style="list-style-type: none"> <li>▪ Minimum order of 1,000 cards per Sponsor</li> <li>▪ Minimum point value is 150 points</li> <li>▪ Minimum expiration is 24 months</li> <li>▪ \$50 per additional artwork version</li> </ul>
5,000 – 9,999	\$ 0.50	
10,000+	Custom	

### CARD SPECIFICATIONS

- 30 mil, standard die, 2-1/8" x 3-3/8", Digital card printed 4 color over 4 color.
- There can be up to a 10% print over per order and Sponsor will be billed at actual.

### FILE SPECIFICATIONS FOR CUSTOM CARDS

- Preferred Formats (Mac): QuarkXpress, Adobe Photoshop, Pagemaker, Adobe Illustrator, Macromedia Freehand.
- Supported Formats: Adobe InDesign (Mac), Preferred Formats PC Versions, Photoshop TIF or EPS (300 DPI placed at 100%), Illustrator EPS (with embedded photos converted to CMYK and hi-res before embedding), PDFs (cannot have been converted to TIF format. Must have graphics converted to CMYK and be hi-res before creating PDF).
- Fonts & Colors: Must include all fonts and note all PMS colors.
- Compression: Stuffed and/or Zipped files preferred.

