

Foodservice Rewards® Customer Gift Cards

A NEW way to provide your customers with Foodservice Rewards bonus points.

OVERVIEW

Foodservice Rewards® now offers gift cards with unique, single-use bonus codes awarding recipients a fixed number of bonus points. Consider using these cards for:

- Sales Representatives to drive appointments, sampling and sales
- Distributor Sales Representative to reward their best customers
- Trade Show handouts

CUSTOMIZATION

There are two options for card customization:

- Custom: Sponsors provide custom artwork (see Unilever sample)
- Standard: BI customizes standard card with Sponsor logo (see sample)

NEXT STEPS

- Contact Mike Lucas at (952) 844-4530 to place your order
- Confirm type of card – custom or standard. If standard, provide 300 dpi EPS company or brand logo, if not already on file with BI
- Approve PDF proof

TIMELINE

- BI to provide Sponsor with a PDF proof for approval approximately 5 business days after artwork is completed (standard) or received (custom)
- Gift cards will be delivered approximately 2 weeks after proof approval

PRICING & MINIMUMS

Order Quantity	Price
1,000 – 4,999	\$ 1.00
5,000 – 9,999	\$ 0.50
10,000+	Custom

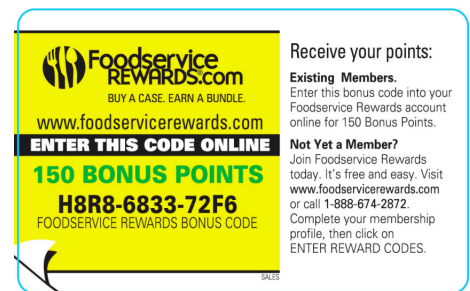
- Minimum order quantity is 1,000 cards
- Minimum point value is 150 points
- Minimum expiration is 24 months
- \$50 per additional version

CARD SPECIFICATIONS

- Digital card printed 4 color over 4 color
- Size, Thickness and Die: 2-1/8" x 3-3/8", 30 Mil card with standard die
- Print Overs: There can be up to a 10% print over per order and sponsor will be billed at actual

ART 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



Custom Card Front & Back



Standard Card Front & Back