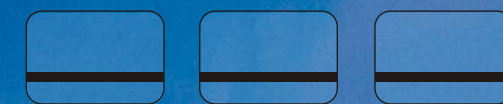


www.merchantaccountservices.biz



5251-C Highway 153 Suite 266
Hixson, Tn 37343

Tel: 1-888 301-8354
Fax: 800 729-6711



Gift & Loyalty Card Program



CHOOSE THE PACKAGE TO SUIT YOU

Which merchants would benefit from Gift Cards?

Small and large retailers, restaurants and franchises can all benefit from a Gift Card program. Gift Cards work well to replace traditional paper gift certificates.

Which merchants would benefit from Loyalty Cards?

Car Washes, delis, restaurants, retailers, dry cleaners, membership clubs and other merchants that depend and reward for repeat business.

Benefits:

Why do you want to offer Gift and Loyalty Cards?

- Gift and Loyalty cards generate money for your business!
- Gift and Loyalty cards are great advertising pieces.
- Gift and Loyalty cards encourage repeat business.
- Gift Cards are the fastest growing form of non-cash payment in the country!
- Gift Cards generate an additional 100% profit for the merchant on unredeemed, lost, and expired cards.
- Gift Cards are great to hand-out for promotional events.
- Gift Cards can be used for store credit in place of cash or refunds on returned merchandise.
- Gift Cards are compatible with your FREE Nurit 8320 terminal. If your old terminal doesn't support gift cards contact us for a FREE upgrade!

For additional information please contact:

United Bank Card
5251-C Highway 153 Suite 266
Hixson, Tn 37343

Sales: 1-888-301-8354
Web: www.merchantaccountservices.biz

Package 1

\$179

- 100 Card Package
- \$179 Package Cost
- 100 pre-printed 4 color cards
- 100 card carriers
- stand, marketing material

The 100 card package is an introduction for small to mid-size merchants looking to explore the benefits of a gift card program. The card package includes 100 cards & envelopes, a display rack and supporting sales material. The merchants name will be printed on the card in one of a variety of fonts and colors. The card and envelopes can be selected from one of the eight pre-designed 4 color templates located on the next page.

Package 2

\$499

- 500 Card Package
- \$499 Package Cost
- 500 pre-printed 4 color cards
- 500 card carriers
- stand, marketing material

The 500 card package is a great start for any merchant to get involved in a gift card program. The package includes 500 cards & envelopes, a display rack and supporting sales material. The merchant will have the same choices for the cards, envelopes, fonts and colors as described in Package 1.

Package 3

as low as
59¢
per card

- 1000+ Custom Card Package
- as low as 59 cents per card!
- completely customized 4 color cards
- card carriers, marketing material & stand are all ordered separately

Custom Package: Merchants who are looking for a completely customized gift or loyalty package would be best suited for this program. Cards must be ordered with a minimum quantity of 1000. The cards and envelopes can be completely customized in a 4 color design. The merchant should submit sample artwork that can be used for creating the proof of the cards. Custom envelopes, stands and marketing material are all ordered separately. With the custom package, cards can be pre-programmed for either a Gift Card or Loyalty Card configuration.

Fax your application to 1-800-729-6711

Choose from 8 Standard Card Designs

Merchant name printed in one color as shown in samples below



FILLING OUT YOUR APPLICATION

United Bank Card
140 West Main Street • Hixson, TN 37343 • Tel: 800-201-0467 • Fax: 606-729-4219

GIFT / LOYALTY CARD PROGRAM
Powered by ValueCard Solutions

1 CUSTOMER INFORMATION

1. Name: _____ Number of Locations: _____
2. Company Name: _____
3. Address: _____
4. City: _____ State: _____ Zip Code: _____
5. Company Phone: _____ Fax: _____
6. Contact Name: _____
7. Contact Email: _____
8. State Account Clerk Name: _____ Building Name: _____
9. J.R. (Initials): _____

2 ACCOUNT DATA

1. Site Name: _____ ID: _____
2. Site Type: _____
3. Sales rep or all access: _____
4. Type of Account: Individual Merchant Corporate Merchant
5. Merchant Type: Retail Restaurant Retail/Service
6. Item Description: _____
7. Item Address: _____
8. Item Phone: _____
9. Item Fax: _____
10. Item Email: _____
11. Item Website: _____
12. Item Description: _____
13. Item Address: _____
14. Item Phone: _____
15. Item Fax: _____
16. Item Email: _____

3 CARD PACKAGES (Select One)

100-Card Package 100 Standard Cash & Merch. Access, Setup, 100 Cards per month
• No. of 100-Card Packages Ordered: _____
• Monthly System Access Fee: _____
• Per transaction fee: _____

500-Card Package 500 Standard Cash & Merch. Access, Setup, 500 Cards per month
• No. of 500-Card Packages Ordered: _____
• Monthly System Access Fee: _____
• Per transaction fee: _____

Merchant Name on Card: _____

4. Choose Card Design: SC1 SC2 SC3 SC4 SC5 SC6 SC7 SC8
5. Choose Card Holder: CH SH FH LH
6. Choose Lettering Style: J H S C R L B G K F M N O P Q R S T U V W X Y Z
7. Choose Lettering Color: Black Red Blue Silver Gold

5. Custom Card Package (Requires Design) Gift Loyalty

Custom Card Production

1. Contact for Card Production: _____
2. Who Will Create Card Design? Client Merchant Reseller
3. Artwork: Provided by client Provided by merchant Provided by reseller
4. Proof of Card Design: Provided by client Provided by merchant Provided by reseller
5. Final Proof: Provided by client Provided by merchant Provided by reseller
6. Ship Cards To: Merchant Reseller Other

6. PAYMENT INFORMATION

Package Setup Fee: _____
Account Setup Cost: \$ _____
Retail Card Cost: \$ _____
Total Card Cost: \$ _____
TOTAL SETUP COST: \$ _____
Payment Method: Check Credit Card ACH
Exp. Date: _____

COMPANY USE ONLY

Download Receipts: _____
Receipt #: _____
Terminal #: _____
Card Number: _____
Application #: _____
Card Expiration: _____

Step 1

Please fill out your complete information.

Step 3

Select one of the three packages. Fill in the quantity of packages you are ordering, multiple that times the package price and enter the total. Fill in the number of locations you have and multiple times the monthly access fee.

Directly underneath the per transaction fee, you will need to print clearly the name of the business as you would like it to appear on the cards. The next steps will include selecting the card design code, the card holder, lettering font and color. The examples for this section can be found on the previous page.

CUSTOM CARDS ONLY: For the custom card package you will need to decide if you want a Gift Card or Loyalty Card. At that point, the applicable setup fee, System Access, per transaction fee, as well as the cost in cards and graphic design will need to be filled out. You should be sure to include copies of any artwork you would like included in the card design. A proof will be provided. The contact for Card Production should be set to Reseller or the Merchant depending on who is handling the design. The card verbiage and e-mail address for the proof should be filled out.

Step 2

The account data section is filled out by you sales representative.

Step 4

If you selected a Standard Package put in the Total Card Cost you entered in section #3 to the left, and leave the merchandising cost field blank. If you ordered a custom card package insert the merchandising cost. Insert the total and then complete your payment information.

Step 5

Sign at the bottom and includes a copy of your voided check. The entire gift card application should be faxed into United Bank Card at 1 800 729-6711. If you haven't submitted your application for a credit card merchant account, make sure you also do this. Original paperwork is not required.

Choose Type Style and Type Color

Type Styles

Gill Sans Regular Helvetica Cond. Bold Janson Text Bellevue Script Caflisch Script

Type Colors



Choose Holders

Holders fold into a card carrier for gift giving by customers

