



Electronic Gift Cards

Bring More Customers to Your Business

The Perfect Solution to Grow Your Business

Electronic gift cards encourage repeat business, attract new customers and boost sales all year long. The booming stored value card business accounts for billions of dollars per year in sales for retailers nationwide. Elavon's Electronic Gift Card Program (EGC) is the perfect solution to lay claim to your stake in a new era of consumer spending.

Our EGC solution maximizes stored value card sales with a complete package of marketing features. Ever mindful of your business needs, simple administration and top-notch security are built-in features to make program management simple and cost effective.

How EGC Works

Retains 100% of Purchased Value

- Unlike paper certificates, value is retained for partially used cards
- The sales price is deducted from the card and the remaining balance used later
- Remaining balances bring return visits and ensure that the entire value will be spent at your business

Integrates Seamlessly into Your Business Environment

- Works on all of Elavon's supported payment terminals and software solutions
- Administration is as easy as regular credit card purchases
- Monitor transaction details and card balances online



Benefits At a Glance

Stored value cards are a smart business choice for many reasons, including:

1 Bring in New Customers

Gift cards given by loyal customers entice friends and families to sample your business. The cards are ideal for promotional mailings, charitable donations, come-back rewards, and other marketing programs.

2 Increase Sales & Profits

Most card recipients spend more than the value of their gift card – 25% more on average – and there's no cash back required. And, when used for merchandise returns, the value stays on the card and never leaves

3 Encourage Repeat Business

Stored value cards are great for regular customers, enabling them to conveniently use a prepaid balance for recurring services.

4 Popular with Customers

Gift cards are consistently one of the top gifts during the holiday season. They also attract new customers and boost sales all year long.

5 Simple To Manage

With consolidated electronic reporting and tracking, Elavon's EGC program is simple for any size business to manage.



The Perfect Reward – Every Time

Gifts Come in all Sizes, So Do our Solutions

Standard Cards

Choose from an attractive selection of pre-designed card styles. Add a single color logo or customized text in your choice of font style and color. Order 100 to 1,000 cards and your customers will be loyal in no time.

Custom Cards

Invest in style with custom cards designed by you or with our help. Your custom solution becomes a portable billboard in customers' wallets and more importantly, the cards can be used for merchandise returns, which means money stays in your store!

Additional Features

Administrative & Reporting Features

- Daily Transaction Summary – receive a daily report of all stored value cards processed
- Monthly Liability Report – check the outstanding balances of all cards issued
- Cardholder Balance Inquiry – allow card holders to check card balances via the telephone

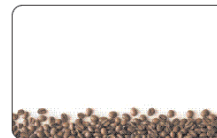
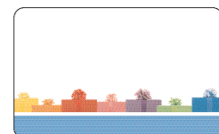
Optional Features

- Service Fees – deducts a pre-set amount from the value of a card based on non-activity parameters
- Online Administration Tools – track card activity, activate multiple cards, transfer card balances, and access

Uses of Stored Value Cards

Stored value cards have multiple uses that can help build revenue for any business.

- Merchandise returns
- Promotional marketing tools
- Convenience cards for repeat customers
- Corporate/charitable gifts
- Customer appreciation



Earn Profits & Build Loyalty All Year Long With



Electronic Stored Value Cards

Setting Up A Card Program Is As Easy As 1-2-3

1 Select one of the following card styles*:



Retail BB1



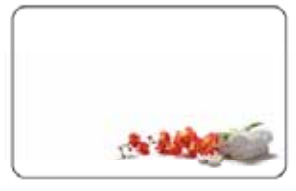
Retail BX1



Retail GB1



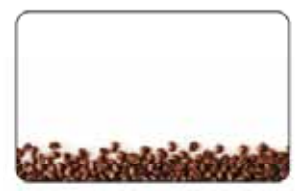
Dine 01



Spa 01



Floral 01



Coffee 01



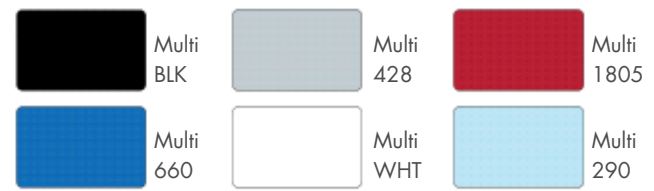
Sports 01



Auto 01



QKSV 01



Solid Colors

NOTE: Please note that the color of the card and graphics/text shown on the card samples cannot be modified.

2 Choose either logo OR text branding. For text branding, select one of the following three font styles:

Brush Script
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Arial Script
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Times New Roman Script
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

3 Select one color for your logo OR your text branding*:



* Colors on style guide may differ slightly from actual colors.





Standard Card

Design Specifications

Cards can be printed with either text or logo, not both. If text is to be combined with a logo, it must be included in the graphic file submission.

Art Specifications For Text Overprinting

Text will be set in your choice of one of the twelve color options and one of the three font styles. Five lines of no more than 30 characters each (including spaces and punctuation) can be specified. However, all text to be overprinted on the card will be set in the same font, and same color. There can be no variation by line.

Art Specifications For Logo Overprinting

NOTE: Please keep detail of artwork to a minimum. Highly detailed artwork does not reproduce well and will result in less than desired outcome.

- Logo must be camera-ready, ONE color line art, preferably black. There can be no gradients or shading.
- Image file must be in the following unflattened formats: ai, psd, eps, pdf, or tif.
- Artwork resolution must be 300 dpi or higher with a minimum height of 1.875" and a width of 3.125" for the highest quality output.
- Scanned artwork must be scanned with a minimum resolution of 300 dpi. The quality of artwork submitted at less than 300 dpi cannot be guaranteed and may result in less than desired quality.
- Graphics copied from the Internet or word processing programs, e.g. Microsoft PowerPoint, cannot be used.
- Artwork with screens or half tones cannot be used.
- Artwork provided on letterhead and/or business cards cannot be used.
- Reverse lettering or reverse graphics are not recommended as the results cannot be guaranteed.
- Graphics with large solid areas are not recommended as the results cannot be guaranteed.
- The color of Standard cards or pre-imprinted graphics/text cannot be modified.
- Standard cards cannot be imprinted on the back of

Send Digital Artwork to:

Email Address: EGCARTwork@elavon.com

Ship To Address: Elavon

Attn: Boarding-EGC

7300 Chapman Highway

Knoxville, TN 37920 U.S.A.

EGC Support: 1-866-310-3345

Please include the following in your artwork submission:

1. Name of business for which artwork is being submitted
2. Indicate that the artwork is for a STANDARD order
3. Contact name and phone number

Proofing Procedures

All proofs for Standard Card orders are provided electronically via email. If changes are required, detailed information must be provided. If the proof is acceptable, simply reply to the email and indicate approval.

One proof is included in the standard pricing. Each additional proof is \$35.

IMPORTANT: Incorrectly formatted graphics will delay the order and may be subject to a \$75 per hour fee for alterations.

After you have approved the gift card proof, normal production time is 8-12 business days.

Front of Card



Finished Card Size: 3 3/8" x 2 1/8"

Custom Cards

Design Specifications

Artwork Specifications

- All artwork must be submitted press ready.
- All work must be created in CMYK. Do not send RGB or PMS images. If we must change to CMYK, your image may change to an undesirable color intensity.
- All artwork must have a resolution of 300 dpi at print size.
- If photos are part of your artwork, each photo must have a resolution of 300 dpi at print size. Do not use photos taken from the Internet. Internet photos have a resolution of 72 dpi and cannot be improved.
- Artwork that bleeds must extend 0.125" beyond the edge of the card on all sides to allow for shifting during the cutting process.

Formats

FOR PC USERS: Artwork must be created in Adobe Illustrator CS2 or lower, Adobe Photoshop CS2 or lower, or InDesign CS2 or lower. Acceptable formats are eps, tiff, ai, psd, or pdf. Do not flatten files.

FOR MAC USERS: Artwork must be created in Adobe Illustrator 11.0 or lower, Adobe Photoshop 8.0 or lower, Adobe InDesign 3.0 or lower, or QuarkXPress 6.1 or lower. Acceptable formats are eps, tiff, ai, psd, or pdf. Do not flatten files. If you are sending a Quark eps, please send the originating files. The easiest way is to "collect for output".

Do not send PowerPoint, Publisher or Word files. They are not graphics programs and will not work. If you are sending linked artwork, be sure to include the originating art.

The artwork for each card must be on its own disk. Do not put multiple card styles on a single disk. Artwork may be saved on zip disk, floppy disk, CD or DVD. Do not email files larger than 1 MB. They may be lost or distorted in transit.

Type Specifications

Type is best handled as vector art. As a precaution, all type should be converted to outlines in Illustrator or converted to box in Quark. Include all fonts used to create your artwork to ensure that your job prints to your specifications (even fonts you might think are the most common). Text supplied in Photoshop must have the fonts included and should be saved on separate layers.

Proofing & Production

The program is designed for 4 color process printing on the front and black on the back. For orders of 25,000 cards or more, one PMS color may be specified for the back. Special pricing must be obtained for any orders that vary from these standards.

Proofs will be provided via email unless otherwise requested. Please print the proof, sign and fax back per the instructions included in the email. Production will not begin until FINAL, PRINTER-GENERATED proof sign off is received. Proofs for Custom orders of more than 25,000 cards will be sent directly to the shipping address and contact

name on the enrollment form. Instructions for proof approval and sign off will be included. The original proof must be returned per the instructions before card production can begin. One proof is included in the standard pricing. Each additional proof is \$35.

IMPORTANT: Incorrect graphics will delay your order and may be subject to a \$75 per hour fee for alterations.

Production time is 21 business days from FINAL proof approval

Send Digital Artwork to:

Email Address: EGCARTwork@elavon.com

Ship To Address: Elavon

Attn: Boarding-EGC

7300 Chapman Highway

Knoxville, TN 37920 U.S.A.

EGC Support: 1-866-310-3345

Please include the following in your artwork submission:

1. Name of business for which artwork is being submitted
2. Indicate that the artwork is for a CUSTOM order
3. Contact name and phone number
4. If artwork is not being submitted for the back of the card, please acknowledge that you would like the back to be BLANK
5. If you would like to include the Consumer Balance Inquiry phone number on your card, that number is 1-866-794-4839. No charges apply for the use of this number.

