



RESUBMISSION

ADDITIONAL INFORMATION ATTACHED

PAGE 1 of     

# Gift Card Set-Up Form – Custom Cards & Carriers

**New Gift Card Merchant** Will cards from this location need to work at any other location?  No  Yes  
If yes, provide MIDs for other locations by attaching Multiple Location Form(s)

**Additional Outlet Tie To:** \_\_\_\_\_  **Additional Outlet – (Entitle Only - no cards) Tie To:** \_\_\_\_\_

**Packaged Offer – Describe:** \_\_\_\_\_  **Channel Comp**  **Other:** \_\_\_\_\_

**Reorder (Existing Gift Card Merchant) new design information**  **Reorder Using Most Recent Design Information on File – NO CHANGES**

## CLIENT INFORMATION

Merchant Processing #:	Gift Card Entitlement #:	Terminal Type:	Platform: <input type="checkbox"/> North <input type="checkbox"/> Atlanta/BuyPass		
Legal Name:		DBA Name:			
Street Address:		City:	State:	Zip:	# of Locations:
Contact Name:			Phone:		
E-Mail:					

Reporting Contact Name:  Same as above  Other:

Reporting E-Mail Address:  Same as above  Other:

**SHIPPING:**  To Address above  To Other Address: Please specify: \_\_\_\_\_ **Delivery Method:**  Ground  2nd Day  Next Day Air  
(Cost will be passed through to Client)

## PRICING

DESCRIPTION	SEQUENCE CODE	QTY	PER ITEM COST	TOTAL	DESCRIPTION	SEQUENCE CODE	PRICE	TOTAL
Cards			x	=	Transaction Fee	G-01		—
Custom Carrier: <input type="checkbox"/> Supply Artwork <input type="checkbox"/> Match Standard Card			x	=	Monthly Minimum Fee	G-72		—
Standard Carriers	G-31		x	=	Set-Up Fee	G-34		
Envelopes	G-74		x	=	VRU (per call) optional	G-32		—
<b>Color &amp; Image Set-Up</b>	G-33	—		—	Block Activation optional	G-51		—
Graphic Design Assistance (per hour) optional	G-40	—		—				
					<b>Total Set-Up Cost</b>			

## MARKETING MATERIALS

DESCRIPTION	FEE SEQ. CODE	PART CODE	QTY	PER ITEM COST	TOTAL	DESCRIPTION	FEE SEQ. CODE	PART CODE	QTY	PER ITEM COST	TOTAL
Acrylic Stand w/Box	G-35	MNRQ		x	=	Single J Hook Rack	G-42	MNF2		x	=
Acrylic Stand w/o Box	G-48	MNRP		x	=	3-sided J Hook Rack	G-42	MNF4		x	=
Standard Insert Poster	G-30	MNRR		x	=	Table Tent Acrylic Stand	G-48	MNG5		x	=
Door Decal	G-36	MNRH		x	=	Table Tent Poster	G-30	MNG6		x	=

## CLIENT ORDER 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:	
Sales Manager Name:	Sales Manager E-Mail:	

Merchant Processing #:	Gift Card Entitlement #:	Client DBA Name:
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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](mailto: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](mailto: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](mailto:GiftCardArt@firstdata.com)
- Reorder only – Use most recent card 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:**

Back of card text is in black only.

- 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.  
**Please call 888-529-6578 for Card balance inquiries.**
- Blank (except for card number)
- Language:  ENGLISH (default)  ENGLISH w/SPANISH TRANSLATION

**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](mailto:GiftCardArt@firstdata.com)  
Back of card artwork is in grey scale only.

### GIFT CARD CARRIERS

**CARRIER STYLE:**

- Folding**  **J Hook**  **Pocket**

**CARRIER DESIGN:**

- Standard Stock CODE: \_\_\_\_ - \_\_\_\_ - \_\_\_\_
- Custom Carrier – Provide custom artwork to [GiftCardArt@firstdata.com](mailto:GiftCardArt@firstdata.com)
- Custom Carrier – Text added to standard carrier CODE: \_\_\_\_ - \_\_\_\_ - \_\_\_\_  
(*Client will be contacted for text information*)
- Envelopes Ordered

**Design Information Above Approved:** \_\_\_\_\_  
**Client Initials**

**COMMENTS**


 RESUBMISSION

 ADDITIONAL INFORMATION ATTACHED

 PAGE 1 of     

# Gift Card Set-Up Form – Standard Cards & Carriers

**New Gift Card Merchant**     **Will cards from this location need to work at any other location?**    No    Yes  
*If yes, provide MIDs for other locations by attaching Multiple Location Form(s)*

**Additional Outlet Tie To:** \_\_\_\_\_      **Additional Outlet – (Entitle Only - no cards) Tie To:** \_\_\_\_\_

**Packaged Offer – Describe:** \_\_\_\_\_      **Channel Comp**    **Other:** \_\_\_\_\_

**Reorder (Existing Gift Card Merchant) new design information**      **Reorder Using Most Recent Design Information on File – NO CHANGES**

## CLIENT INFORMATION

Merchant Processing #:	Gift Card Entitlement #:	Terminal Type:	Platform: <input type="checkbox"/> North <input type="checkbox"/> Atlanta/BuyPass
Legal Name:	DBA Name:		
Street Address:	City:	State:	Zip:     # of Locations:
Contact Name:	Phone:		
E-Mail:			

Reporting Contact Name:    Same as above    Other: \_\_\_\_\_

Reporting E-Mail Address:    Same as above    Other: \_\_\_\_\_

**SHIPPING:**    To Address above      To Other Address: Please specify: \_\_\_\_\_

**Delivery Method:**    Ground    2nd Day    Next Day Air  
*(Cost will be passed through to Client)*

## PRICING

DESCRIPTION	SEQUENCE CODE	QTY	PER ITEM COST	TOTAL	DESCRIPTION	SEQUENCE CODE	PRICE	TOTAL
Cards – Design 1			x	=	<b>Transaction Fee</b>	<b>G-01</b>		
Cards – Design 2			x	=	<b>Monthly Minimum Fee</b>	<b>G-72</b>		
Standard Carriers	<b>G-31</b>		x	=	<b>Set-Up Fee</b>	<b>G-34</b>		
Envelopes	<b>G-74</b>		x	=	VRU <i>(per call)</i> optional	<b>G-32</b>		
Custom Carrier: <input type="checkbox"/> Match Std. Card Design			x	=	Block Activation optional	<b>G-51</b>		
					<b>Total Set-Up Cost</b>			

## MARKETING MATERIALS

DESCRIPTION	FEE SEQ. CODE	PART CODE	QTY	PER ITEM COST	TOTAL	DESCRIPTION	FEE SEQ. CODE	PART CODE	QTY	PER ITEM COST	TOTAL
Acrylic Stand w/Box	<b>G-35</b>	MNRQ		x	=	Single J Hook Rack	<b>G-42</b>	MNF2		x	=
Acrylic Stand w/o Box	<b>G-48</b>	MNRP		x	=	3-sided J Hook Rack	<b>G-42</b>	MNF4		x	=
Standard Insert Poster	<b>G-30</b>	MNRR		x	=	Table Tent Acrylic Stand	<b>G-48</b>	MNG5		x	=
Door Decal	<b>G-36</b>	MNRH		x	=	Table Tent Poster	<b>G-30</b>	MNG6		x	=

## CLIENT ORDER 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):**     \_\_\_\_\_     Date: \_\_\_\_\_

Print Name: \_\_\_\_\_     Title: \_\_\_\_\_

## SALES REPRESENTATIVE INFORMATION

Sales Channel:	Sales Rep. Name:	Sales Rep. ID #:
Sales Rep. Phone #:	Sales Rep. Email:	
Secondary Contact Name (OA):	Secondary Contact E-Mail (OA):	
Sales Manager Name:	Sales Manager E-Mail:	

Merchant Processing #:	Gift Card Entitlement #:	Client DBA Name:
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## Standard Card & Carrier Design Information

- Standard Card Design #1 Code:** \_\_\_\_ - \_\_\_\_ - \_\_\_\_
- Standard Card Design #2 Code:** \_\_\_\_ - \_\_\_\_ - \_\_\_\_ *(Same front and back of card text)*
- Standard Card Design #2 Code:** \_\_\_\_ - \_\_\_\_ - \_\_\_\_ *(Different design and/or text. Design Addendum form attached)*
- Use Card Design on File – Reorder only

**FRONT OF CARD LANGUAGE:**

- Maximum 30 characters per line.
- 1-4 lines *(except for Stripe card design)*
- Use lower and/or upper case letters and spacing where desired.
- **Text will be printed on the cards exactly as provided here unless noted in the Comments section.**

Title Line — STRIPE CARD ONLY

L1

L2

L3

L4

**TEXT POSITIONING:**

- 
- Left
- 
- Center
- 
- Right

 **BLANK** — No additional text except as pre-printed on card

**Font Color:**     Purple 526     Blue 301     Red 200     Green 357     BLACK

**Front of Card Font:**     Century     Curlz     Elegant Script     Euro     Futura     Nueva     Sarah Script

**Icon Code:** \_\_\_\_ - \_\_\_\_ - \_\_\_\_    **Please Note:** Icons are available on Stripe, Contemporary, and Jazz card designs only.

### 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.  
**Please call 888-529-6578 for Card balance inquiries.**
- Blank (except for card number)

**LANGUAGE:**

- 
- ENGLISH (default)
- 
- ENGLISH w/SPANISH TRANSLATION
- 
- SPANISH (Clear Cards Only)

### GIFT CARD CARRIERS

**CARRIER DESIGN:**

- Standard Stock CODE: \_\_\_\_ - \_\_\_\_ - \_\_\_\_
- Custom Carrier to match standard card design CODE: \_\_\_\_ - \_\_\_\_ - \_\_\_\_
- Envelopes Ordered

**COMMENTS**
**Design Information Above Approved:** \_\_\_\_\_

**Client Initials**



# Omaha Gift Card Program Application

**New Gift Card Merchant**     **Additional Outlet Tie To:** \_\_\_\_\_

**Additional Outlet - (Entitle Only - no cards) Tie To:** \_\_\_\_\_

## CLIENT INFORMATION

Client (Business Legal Name): \_\_\_\_\_

DBA/Outlet Name: \_\_\_\_\_ Fed Tax ID: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ # of Locations: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Sole Ownership     Partnership     Non-Profit/Tax Exempt     Public Corp.     Private Corp.     L.L.C.     Government

Owner/Partner/Officer Name: \_\_\_\_\_ Title:  Pres.     V.P.     Member (L.L.C.)  
 Owner     Partner     \_\_\_\_\_ % of Ownership: \_\_\_\_\_

Street Address: \_\_\_\_\_ Home Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ SSN: \_\_\_\_\_

## EQUIPMENT DETAILS

Equipment Acquisition	Quantity	Terminal Type (if PC, enter PC)	Retail • Restaurant • Quick Service Restaurant Lodging • Supermarket • Car Rental • MOTO	Model Code and Name	Track / Version / Serial #
Customer Owned			<input type="checkbox"/> Retail <input type="checkbox"/> Restaurant <input type="checkbox"/> QSR <input type="checkbox"/> Lodging <input type="checkbox"/> Supermarket <input type="checkbox"/> Car Rental <input type="checkbox"/> MOTO		
Customer Owned			<input type="checkbox"/> Retail <input type="checkbox"/> Restaurant <input type="checkbox"/> QSR <input type="checkbox"/> Lodging <input type="checkbox"/> Supermarket <input type="checkbox"/> Car Rental <input type="checkbox"/> MOTO		
Customer Owned			<input type="checkbox"/> Retail <input type="checkbox"/> Restaurant <input type="checkbox"/> QSR <input type="checkbox"/> Lodging <input type="checkbox"/> Supermarket <input type="checkbox"/> Car Rental <input type="checkbox"/> MOTO		

## TO BE COMPLETED BY SERVICE PROVIDER

Merchant Processing #: \_\_\_\_\_ Gift Card Merchant #: \_\_\_\_\_

Hierarchy BANK: \_\_\_\_\_ AGENT: \_\_\_\_\_ CHAIN: \_\_\_\_\_

Omaha Merchant #: \_\_\_\_\_ MCC: \_\_\_\_\_

Sales Exec ID: \_\_\_\_\_ Sales Support ID: \_\_\_\_\_ RELM Code: **011**

## CLIENT AUTHORIZATION

By signing below, each of the undersigned authorizes us to request and obtain from a consumer reporting agency personal and business consumer reports. If the Application is approved, each of the undersigned also authorizes us to obtain subsequent consumer reports in connection with the maintenance, updating, renewal or extension of the Agreement. Each of the undersigned further more agrees that all references, including banks and consumer reporting agencies, may release any and all personal and business credit financial information to us. It is our policy to obtain certain information in order to verify your identity while processing your account application.

**Client's Business Principal (signature):** **X** \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

**ATTACH A COPY OF FUNDING CHECK OR BANK LETTERHEAD/LOGO SIGNED BY A BANK OFFICER WITH TYPED ABA/DDA. MUST INCLUDE BANK NAME AND ADDRESS.**

# BLOCK ACTIVATION

**12-digit Merchant Number** \_\_\_\_\_ **(to be billed to).**

By signing this form, I represent that I am a duly authorized representative of

\_\_\_\_\_ [COMPANY NAME] and I hereby

Of request and authorize the FDMS Gift Card Product Support Group to activate the below referenced Cards. I understand that these Cards will automatically have a dollar amount associated with them and can instantly be used for purchases at any of

\_\_\_\_\_ [COMPANY NAME] registered gift card

Please activate the following cards for the amount of \_\_\_\_\_

Range from \_\_\_\_\_ to \_\_\_\_\_

Please activate the following cards for the amount of \_\_\_\_\_

Range from \_\_\_\_\_ to \_\_\_\_\_

Please activate the following cards for the amount of \_\_\_\_\_

Range from \_\_\_\_\_ to \_\_\_\_\_

**Client's Business Principal:**

X \_\_\_\_\_ Title \_\_\_\_\_ Date: \_\_\_\_\_

**Contact phone or email address:**

\_\_\_\_\_

# CUSTOM GIFT CARD & CARRIER ARTWORK SUBMISSION REQUIREMENTS

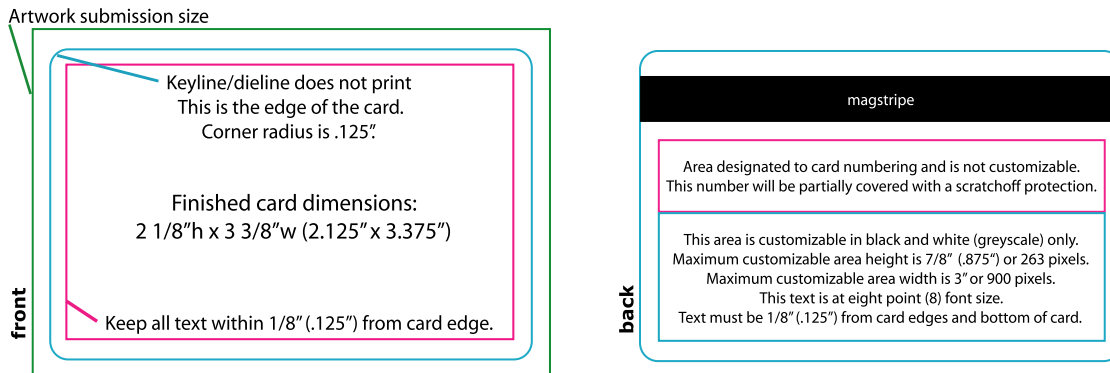
## Custom Artwork Submission

Below are specifications for Custom Gift Card artwork submission. For additional card specifications, please see extended compliance document.\* *Any files received, not in compliance with the definitions below, must be converted for compliance. Design assistance fees may apply for any necessary changes or adjustments. Templates available upon email request.*

### 1. Dimensions - Provide 1/8" bleed area on each edge of the design.

<b>Cards Finished in inches:</b> 2.125"w x 3.375"h (swap for vertical layout)	<b>Artwork required in inches:</b> 2.375"w x 3.625"h	<b>Artwork required in pixels:</b> 713 x 1088 at 300dpi
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**Back of card text** or art is limited to 7/8"h x 3"w or 263 x 900 in pixels to allow room for card security feature.



**Carriers Finished dimensions in inches:** 4.125"w x 7"h  
**Art required in inches or pixels:** 4.375"w x 7.25"h or 1275 x 2138 at 300dpi

### 2. Color Build

**Orders for Custom Cards ONLY** may submit artwork in CMYK format or may submit vector art with up to four (4) spot colors defined (PMS). For CMYK builds that require specific colors built into them, please select colors from the *Process Coated* PMS palate. Please use the *Solid Coated* PMS color palate when building spot color defined vector images.

**Orders with Custom Cards with Custom Carriers or Carrier only orders** must submit CMYK build files for cards and carriers. Custom Carriers cannot be printed with spot colors. They will be produced in/and/or converted to CMYK.

RGB files received will be converted to CMYK. Any color profile conversions made may/will cause a color shift and/or cause colors to lose vibrancy.

### 3. Images and Text

Front of Custom Card only may be color. Back of card images may be Greyscale (Black & White) only. Color is not available on the backside of the card. Any verbiage to be used on the back of card may be submitted in a text document (.txt, .doc, attachments or plain text in an email).

Custom Carriers allow for full color front and backsides. A standard template in black & white indicating: To, From, and Amount, is used when no Carrier backer is submitted.

Templates in pdf format are available for corresponding carrier styles, indicating fold, cut, and die lines.

### 4. Compliant File Extensions

**.eps, .pdf, .ai, .psd, .tif, .jpg**

Ensure all text embedded in any vectorized document has been converted to shapes. This eliminates need to install fonts on machines for PC or MAC in Design and/or Production Facilities. Programs supported: Adobe Products (Photoshop, Illustrator, Acrobat), Macromedia Freehand, Quark 6, Stuffit, WinZip. Any files not in this list may be deemed as non-compliant and may incur design fees to convert. Non-compliant file types include business cards, faxes, and/or any form of pre-printed media. Please email with any questions about other file types.

### 5. File Naming and Delivery

Files should be named using Merchant Name, such as:

"billsCatering\_cardFront.tif", "jewelryStore\_cardBack.eps" or "blueWaterCafe\_carryFront.jpg"

Files named "gift card" or "artwork" with no merchant name may be easily misplaced due to volume of jobs being processed.

Please email files as attachments with the Merchant Name and Merchant ID# in the subject line of all correspondence to:

**GiftCardArt@firstdata.com**

Multiple files for delivery may be compressed for delivery using Stuffit (.sit) or WinZip (.zip).

Files may also be delivered on CD or ZIP disc to:

**First Data Gift Card Design  
6200 S Quebec #310  
Greenwood Village, CO 80111**

Media discs and other materials will not be returned. Please retain a copy of your files for your records.

\*For additional specs, templates or questions, please contact us by email or visit us on the web at [www.firstdatagiftcards.com](http://www.firstdatagiftcards.com).