

☐ RESUBMISSION☐ ADDITIONAL INFORMATION ATTACHED

PAGE _____ of _____

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:			
<input type="checkbox"/> Sole Ownership <input type="checkbox"/> Partnership <input type="checkbox"/> Non-Profit / Tax Exempt <input type="checkbox"/> Public Corp. <input type="checkbox"/> Private Corp. <input type="checkbox"/> L.L.C. <input type="checkbox"/> Government			
Owner/Partner/ Officer Name:		Title: <input type="checkbox"/> Pres. <input type="checkbox"/> V.P. <input type="checkbox"/> Member (L.L.C.) <input type="checkbox"/> Owner <input type="checkbox"/> Partner <input type="checkbox"/> _____	% 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.**

Custom Gift Card & Carrier Artwork Submission Requirements

CUSTOM ARTWORK SUBMISSION

Below are specifications for Custom Gift Card artwork submission. For exact 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.*

1. Dimensions - These dimensions allow for 1/16" bleed area on each edge of the card / carrier.

CARDS:	Card finished (<i>in inches</i>)	3.375"h x 2.125"w (horizontal layout – switch numbers for vertical)
	Artwork required (<i>in inches</i>)	3.5"h x 2.25"w (horizontal layout – switch numbers for vertical)
	Artwork required (<i>in pixels</i>)	1050 x 675 at 300dpi
CARRIERS:	Carrier finished (<i>in inches</i>)	4.125"w x 7"h
	Artwork required (<i>in inches</i>)	4.25"w x 7.125"h
	Artwork required (<i>in pixels</i>)	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 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.

Custom Carriers will be produced in CMYK format.

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 E-Mail).

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, .fh, .psd, .tif, .jpg

Ensure all text embedded in any vectorized document has been converted to shapes. This prevents need to install fonts on machines for PC or MAC in Design and/or Production Facilities. Programs fully 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.

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 E-Mail files as attachments with the Merchant Name 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:

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

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

*For additional details, please contact us by E-Mail or visit us on the web at **www.firstdatagiftcards.com**

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
- ☐ Concepts or artwork elements to be provided. Client requests Design Assistance. Fee included on page 1 Pricing schedule. Send concepts to 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
- ☐ 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
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
- ☐ Custom Carrier – Text added to standard carrier CODE: ____ - ____ - ____
(*Client will be contacted for text information*)
- ☐ Envelopes Ordered

Design Information Above Approved: _____
Client Initials

COMMENTS

GIFT CARD FEE SEQUENCE CODES

G01	Transaction Fee – Fee charged for every Gift Card action performed when the host computer is contacted.
G03	Gift Card – Custom Cards 1,000 – 2,499
G04	Gift Card – Custom Cards 2,500 – 4,999
G05	Gift Card – Custom Cards 5,000 – 7,499
G06	Gift Card – Custom Cards 7,500 – 9,999
G22	Custom Carriers 1,000 – 2,499
G23	Custom Carriers 2,500 – 4,999
G24	Custom Carriers 5,000 – 7,499
G25	Custom Carriers 7,500 – 9,999
G30	Insert Poster – Standard to fit 8.5 x 11 or Table Tent, depending on Part code selected
G31	Standard Stock Carrier
G32	VRU Usage – Fee charged each time a Gift Cardholder calls the customer support 800 number printed on the back of the card (optional) to get balance information.
G33	Color and Image Set Up Fee – Per custom card order – one hour of graphic design service utilized for the adjustment of compliant custom artwork to the templates necessary for the production of Gift Cards.
G34	Set Up Fee – Per location and based on number of locations participating in the program.
G35	Display Rack w/Box
G36	Door Decal
G40	Graphic Design – Hourly fee for graphic design services utilized for custom card and/or custom carrier orders on an as needed basis, specifically if requested or either no artwork or non-compliant artwork is submitted. Can cover all aspects of the project from concept consultation, design, concept proof, one concept revision, 2nd concept proof. Merchant will be notified if to be utilized.
G42	Display Rack w/J Hook – Either single or 3 sided depending on Part code selected.
G48	Display Rack w/o Box – Either 8.5 x 11 clear or Table Tent silk screened depending on Part code selected.
G51	Block Activation – Fee to pre-program Gift Cards to have a dollar amount automatically associated with them.
G61	Custom Insert Poster – Posters based on merchant's card design sized to fit Display Rack w or w/o box.
G63	Order Cancellation Fee – Fee assessed by card manufacturer when a request to cancel an order is received after the cards/carriers are in production.
G65	Database Information Transfer Fee – Fee assessed when a merchant cancels his/her Gift Card program and requests to have the historical data related to his/her Gift Card account delivered to him/her.
G72	Monthly Minimum Fee – A minimum monthly amount assigned for transaction fees. This fee will not be assessed if the transaction fees collected in a month are higher than this minimum.
G74	Envelopes – For folding carriers.

DESIGN CODES

Seasons & Reasons Cards		Jazz Clear Cards		ICONS		CARRIERS	
Automobile	SR-BCR	Blue	JZ-BLU	Auto Repair	IC-ARP	Custom Fold	FC-CUS
Beach	SR-BCH	Green	JZ-GRN	Bakery	IC-BAK	Custom J Hook	JC-CUS
Books	SR-BKS	Red	JZ-RED	Bicyclist	IC-BIK	Custom Pocket	PK-CUS
Bow – Blue	SR-BWB			Bowling	IC-BWL	Blue Jack Fold	FC-BLU
Bow – Green	SR-BWG			Candy	IC-CND	Blue Jack J Hook	JC-BLU
Bow – Red	SR-BWR			Chef	IC-CHF	Confetti Fold	FC-MLT
Coffee Cups	SR-COF			Coffee Cup	IC-COF	Confetti J Hook	JC-MLT
Dining – Horz	SR-DNH			Cross	IC-CRS	Gold Fold	FC-GLD
Dining – Vert	SR-DNV			Dentist	IC-DEN	Gold J Hook	JC-GLD
Dog & Cat	SR-PET			Diamond	IC-DIA	Green Bow Fold	FC-GRN
Eagle/Flag	SR-EAG			Doctor	IC-DOC	Green Bow J Hook	JC-GRN
Face Pkg	SR-GCL			Dragon	IC-DRG	Reload Fold	FC-RLD
Fall Leaves	SR-FAL			Drinks	IC-BAR	Reload J Hook	JC-RLD
Gold Pkg	SR-GPK			Exercise Couple	IC-EXC	Red Bow Fold	FC-RED
Golf	SR-GLF			Gift Box	IC-BOX	Red Bow J Hook	JC-RED
Grocery	SR-GRO			Hair Salon	IC-HRS	Silver Fold	FC-SIL
Hair – Leo	SR-LEO			Motorcycle	IC-CYC	Silver J Hook	JC-SIL
Hair – Pink	SR-PNK			Movie Reels	IC-MOV	Gift Card Pocket	PK-GFT
Multi Pkg	SR-MPK			Nails Salon	IC-NAI	Reload Card Pocket	PK-RLD
Nail Salon	SR-SAL			Palm Tree	IC-TRE		
Orchid – Horz	SR-ORH			Paw Print	IC-PAW		
Orchid – Vert	SR-ORV			Petrol	IC-GAS		
Reload Burst	SR-BST			Shopping Bag	IC-SHB		
Rubber Duckie	SR-DCK			Skateboard	IC-SKT		
Shopping Bag	SR-SHB			Skier	IC-SKI		
Silver 3 R's	SR-RLD			Snowboard	IC-SNB		
Snow	SR-SNW			Sombrero	IC-SOM		
Sunflower	SR-SFL			Sports	IC-SPT		
Waiter	SR-WTR			Star	IC-STR		
				Tools	IC-TOL		
				Utensils	IC-UTL		
				Veterinarian	IC-VET		
				Wine	IC-WIN		
Starz Cards		Contemporary Cards		POS Merchandising Materials			
Blue	SZ-BLU	Green/Tan	CT-GTN	Single J Hook Rack	MNF2		
Gold	SZ-GLD	Green/Blue	CT-GBL	3 Sided J Hook Rack	MNF4		
Green	SZ-GRN	Orange/Green	CT-OGN	Acrylic Stand w/box	MNRQ		
Pink	SZ-PNK			Acrylic Stand w/o box	MNRP		
				Table Tent	MNG5		
				Door Decal	MNRH		
				Standard Size Poster	MNRR		
				Table Tent Poster	MNG6		
		Holiday Cards					
		Celebration Pak	SH-PAK				
		Christmas Tree	SH-TRE				
		Polar Bear	SH-PBR				
		Snowy Tree	SH-SXN				
		Valentine Roses	SV-ROS				
		Wedding Roses	SH-WED				