



GIFT CARD PRODUCT CATALOG





Your gift card order includes everything you need to launch a successful gift card campaign.

Each order includes:

- Gift card package of your choice
- Gift card sleeves and envelopes
- Tabletop display with insert
- Window decals

The Perfect Gift for Every Occasion!

Gift cards have become one of the most convenient and sought after items for consumers searching for the perfect gift. They are also great tools to increase customer loyalty and improve cash-flow, making them an ideal addition to your product offerings. Unlike traditional paper certificates, the balance on the card is automatically updated with each use, which eliminates the need to provide a cash reimbursement for the remaining value of the card after a purchase. Gift cards can also be reloaded with additional value, making them an ideal tool to promote repeat shopping.

Everything You Need to Get Started

United Bank Card can provide your business with everything you need to offer a complete gift card package. You will be able to personalize your gift cards with your information and customize their visual appearance to reflect your company image. Take advantage of our gift card program and enhance your business with gift cards today.

HOW TO ORDER YOUR GIFT CARD PACKAGE

Simply complete the enclosed Gift and Loyalty Card Application and send it to United Bank Card for processing.

STEP 1:

Complete merchant information in Section 1.

STEP 2:

Select your card package in Section 2.

1-Color Pre-designed Gift Cards

Available in 100, 250 and 500 card packages.

- Select quantity.
- Select card design from 24 pre-designed templates.
- Select card stock.
- Select ink color.
- Select font style.
- Select text justification.
- Complete information to appear on card.

1-Color Custom Gift Cards

Available in 250, 500, 1,000 and 2,000 card packages.

- Select quantity.
- Select type of artwork.
- Select card stock.
- Select ink color.

4-Color Custom Gift Cards

Available in 500, 1,000 and 2,000+ card packages.

- Select quantity.
- Select type of artwork.

STEP 4:

Select shipping method in Shipping Information section.

STEP 5:

Add total cost of gift card package and shipping in Total Costs section.

STEP 6:

Complete proofing and shipping information in Section 3.

All proofs will be e-mailed to e-mail address you supply.

Your card packages will be shipped to the address specified in this section.

STEP 7:

Complete equipment information in Section 4.

STEP 8:

Provide signature and print name and date in Section 5.

STEP 9:

Submit your order.

1-color and 4-color gift card package orders will not be processed until artwork has been received.

See page 9 of catalog for artwork guidelines for custom gift cards.

All orders may be submitted by fax or mail.

See bottom of Gift and Loyalty Card Application for mailing address and fax number.

From proof approval, please allow 2-4 weeks for shipping of gift card package.

Questions?

Contact United Bank Card Gift Card Department at 800-201-0461 ext. 116.

For questions regarding artwork, please call 800-201-0461 ext. 116 or e-mail artwork@unitedbankcard.com

ONE-COLOR PRE-DESIGNED

100 CARD PACKAGE | 250 CARD PACKAGE | 500 CARD PACKAGE

This affordable product line allows you to produce an original card that perfectly suits your business. You select the ink and card stock colors to be combined with a design and font style of your choice.



00 Classic



01 Gift Card 1



06 Digital



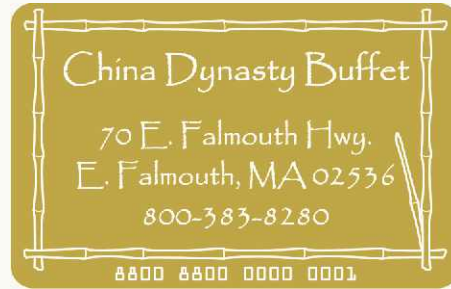
07 Oval



02 Gift Box



03 Gift Wrap



08 Bamboo



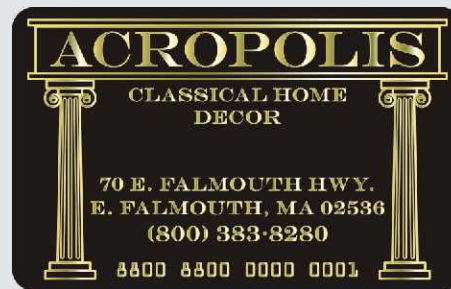
09 Rectangle 2



04 Gift Card 2



05 Rectangle 1



10 Columns



11 Daisy

ONE-COLOR PRE-DESIGNED (continued)

100 CARD PACKAGE | 250 CARD PACKAGE | 500 CARD PACKAGE



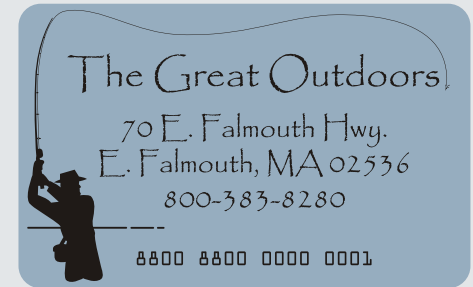
12 Rustic



13 Grapes



18 Golf



19 Sportsman



14 Desert



15 Floral



20 Coffee



21 Audio



16 Nautical



17 Flames



22 Automotive



23 Salon

ONE-COLOR CUSTOM

250 CARD PACKAGE | 500 CARD PACKAGE | 1,000 CARD PACKAGE

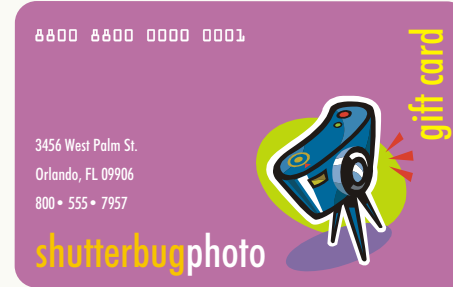
This exciting product line allows you to offer gift cards with your own artwork on them. You select the ink and card stock to be combined with your custom artwork producing a one-of-a-kind design. Below are examples to showcase the potential of custom gift cards.



FOUR-COLOR CUSTOM

500 CARD PACKAGE | 1,000 CARD PACKAGE | 2,000 CARD PACKAGE

This premier product allows you to offer a full-color gift card with custom graphics. You supply the artwork or even just the idea, and we'll produce cards that will set you apart from the competition. Below are examples to showcase the potential of this product.



ARTWORK GUIDELINES

FOR CUSTOM CARD ORDERS ONLY

This section contains information that you will need when placing a custom card order. Reading and understanding these guidelines will reduce the amount of time it takes to process your custom order and will allow us to better meet your expectations.

CARD DIMENSIONS

Your gift card is 3 3/8" (3.375) wide and 2 1/8" (2.125) tall.

ACCEPTED MEDIA

100 & 250 MB Zip disk

CD

Files 3 MB or smaller can be e-mailed to artwork@unitedbankcard.com

ARTWORK

There are two types of artwork that can be submitted for use on custom cards: camera ready and digital files.

Camera ready means exactly that. The artwork is high quality and wrinkle and blemish free and can be digitally scanned with no further touch-up. Typically camera ready artwork is on smooth photograph paper. Here are some tips to remember:

- Polaroid pictures, business cards and/or other printed materials are not considered camera ready. While they may be used if nothing else is available, we cannot guarantee the results of using such materials as source artwork.
- Images on textured paper cannot be used because the texture will become part of the image when we scan it.
- The image to be scanned should be larger than the final card size. That way, we can shrink it to fit which will actually improve the appearance of the image. If an image is smaller than the card measurements and we enlarge it, the image quality will decrease.
- Avoid using any tapes or fasteners (staples or paperclips) to attach your artwork to your order as these will mar the surface of the image and reduce its quality. Put the artwork in an envelope.

Digital files are generated on a computer. Typically, a graphic designer's assistance will be needed when creating digital artwork for your custom cards. Here are some tips to remember:

- All files must be formatted for use on a PC (we cannot accept Macintosh® formatted files).
- Digital files must have a minimum resolution of 300 dots per inch (DPI). Images from the Internet cannot be used as they are all 72 DPI and will appear grainy when printed onto the gift card.
- We can accept files from all Adobe® programs and Quark Xpress® as well as jpeg, tiff and bitmap image files (Adobe® files are preferred).
- Whenever possible, please include all font types used in the design or convert all type to outlines before submitting the file(s).
- Whenever possible, please include copies of all support files, such as placed images.
- If you require color matching for your logo or design, please supply us with the Pantone color code or a color swatch that you want us to match. Descriptions such as "brownish-green" are very difficult to match and may require several rounds of proofs to achieve.
- Artwork for one-color custom cards must already be converted to one color (black and white with no grayscale).

LAYOUT

For full bleed designs (where the design goes right up to the card's edge), the artwork must extend 1/16" beyond the card edge.

All copy and borders must be at least 1/8" in from the nearest edge of the card.

Proofing or design questions?

Contact us at 800-201-0461 ext. 116 or e-mail artwork@unitedbankcard.com

www.unitedbankcard.com

United Bank Card 

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