

# Gift and Membership Card Information



## POS•IM Specifics:

<p><b>Gift Cards -</b></p> <ul style="list-style-type: none"> <li>• Gift Cards must be used at the location they were purchased. They will not transfer to your other stores unless used with GCLink module.</li> <li>• POS•IM will not support both Gift Cards and Gift Certificates at the same time. (The user control can be switched back and forth without any negative affects)</li> <li>• POS•IM BZ 8 or greater for MAC users and POS•IM Premier™ 7.8 or greater for Windows is required to process Gift Cards.</li> </ul>	<p><b>Membership Cards -</b></p> <ul style="list-style-type: none"> <li>• Membership Cards must be used at the location they were purchased. They will not transfer to your other stores.</li> <li>• POS•IM Diamond 4.3 or greater for MAC users and POS•IM Premier™ 7.8 or greater for Windows is required to use Membership Cards.</li> </ul>
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## Getting Started:

1. Card Design Specs
  - a. Card Size – 3 3/8” x 2 1/8” (or 2.15 by 3.43) corner to corner 3 7/8’ (3.875)
  - b. JPG, Illustrator or Photoshop files preferred. We can also accept Word, EPS, and PDF files (we can take almost anything, just e-mail Ashley to verify). RGB color is recommended.
  - c. Front is edge to edge printing and does NOT require a bleed.
  - d. Resolution of 150-300 dpi is recommended.
  - e. Opacity less than 50% generally will NOT print.
  - f. Designs with gradients/shading require full-color printing.
  - g. Back is black only.
2. How do you want to read the cards – with your scanner, or a credit card swipe?
  - a. Scanners use barcodes.
  - b. Card Swipes use Mag Stripes.
    - i. The Card Swipe must be connected to your computer and POS•IM.
    - ii. If using a separate credit card terminal you cannot use the Mag Stripe.
3. Decide on the Quantity of cards you would like to order.

You can always send your logo and information to Ensign and they can help you place it on the card. Once you’ve made these few simple decision, take a look at the grids below to determine the price for your cards.

## Gift and Membership Card Prices

One Color*					Full Color*											
Barcode Only				Mag Stripe & Barcode				Barcode				Mag Stripe & Barcode				
Quantity Range	100-299	300-499	500-999	1000 & Up	100-299	300-499	500-999	1000 & Up	100-299	300-499	500-999	1000 & Up	100-299	300-499	500-999	1000 & Up
<b>Cost</b>	<b>1.30</b>	<b>1.05</b>	<b>.90</b>	<b>.70</b>	<b>1.35</b>	<b>1.10</b>	<b>.95</b>	<b>.75</b>	<b>1.60</b>	<b>1.30</b>	<b>1.10</b>	<b>.90</b>	<b>1.65</b>	<b>1.35</b>	<b>1.15</b>	<b>.95</b>

\* One Color/Full Color refers to card front; back of card will be black only. One color with saturation greater than 50% will be considered full color. Cost per card.



## Setup Fee (one time charge included in first order, includes up to three proof revisions with test cards)

- One Color: \$25.00
- Full Color: \$50.00

Card creation, graphic development, and clean-up is \$50.00 per hour.

Additional information can be found at [posim.com/giftcards](http://posim.com/giftcards)

Call Ashley at Ensign To Order - (800) 409-7678; e-mail picture/logo files to [giftcard@posim.com](mailto:giftcard@posim.com)

Effective September 16, 2008. Prices and fees are subject to change.