

Using the Gift Card Marketing Kit

The Gift Card Marketing Kit is a collection of graphics and print-ready sheets available for you to use in advertising and marketing your gift card program. You

To use the marketing kit

Step	Action
1	Determine what items you need. Collection of thumbnail images, suggested uses for each image type and size, and a Download list. For more suggestions and ideas, click on any image to view the Idea Sheet. You can refer back to the Idea Sheet at any time from the Help contents.
2	Download or copy files to your computer. You can print, copy and download images directly from the Downloads list for any design. Be sure to print the Download Instructions first!

Gift Card Idea Sheet

Sign/Poster graphic, in various sizes:

There are several ways you can use the **Sign/Poster** graphics. Here are some suggestions:

- The signs/posters are available in several popular frame sizes, so you could buy inexpensive Lucite or framed picture holders, print the poster on any weight paper, and display the framed poster on a counter or on a wall. If you don't want to frame the poster, you could print it on one side or both sides of heavy stock paper and put it in your window or hang it from the ceiling.
- If you select the PDF version, in any size, the graphic will print exactly as you see it, in the dimensions indicated. You cannot alter, resize or adjust the PDF graphic.
- There are two jpg files provided: high resolution (300 dots per inch) and low-resolution (72 dots per inch). The high-resolution file will take longer to print than the low-resolution file but will have much sharper text and images.
- If you select either jpg version of the graphic, you can resize the graphic and even copy and paste the jpg graphic into other documents. For instance, if you compose your menu, list of services, mailings, and advertisements, you can copy and paste the graphic into those documents. Should you need to alter the design elements or select only a specific element of the design, you can import the jpg into most graphic programs and manipulate the graphic.

Tent card graphic:

There are several ways you can use the **Tent Card** graphic. Here are some suggestions:

- You should print tent cards on fairly heavy stock and fold the tent card where indicated. You can put tent cards on each table in your restaurant, at each station in your salon, or at each point of sale station.
- If you select the PDF version, the graphic will print exactly as you see it, in the dimensions indicated. You cannot alter, resize or adjust the PDF graphic.
- There are two jpg files provided: high resolution (300 dots per inch) and low-resolution (72 dots per inch). The high-resolution file will take longer to print than the low-resolution file but will have much sharper text and images.
- If you select either jpg version of the graphic, you can resize the graphic to make the tent card exactly the dimensions you need. You can also copy and paste the jpg graphic into other documents. Should you need to alter the design elements or select only a specific element of the design, you can import the jpg into most graphic programs and manipulate the graphic.

Window Decal graphic:

There are several ways you can use the **Window Decal** graphic. Here are some suggestions:

- You can put window decals on a glass door, a window, or a mirror.
- Since window decals are usually printed on specialized plastic, you should download the graphic to disk and take it to a professional printer.
- If you select the PDF version, the graphic will print exactly as you see it, in the dimensions indicated. You cannot alter, resize or adjust the PDF graphic. The Window Decal PDF graphic is approximately the same size as credit card decals.
- There are two jpg files provided: high resolution (300 dots per inch) and low-resolution (72 dots per inch). The high-resolution file will take longer to print than the low-resolution file but will have much sharper text and images.
- If you select either jpg version of the graphic, you can resize the graphic to make the Window Decal exactly the dimensions you need. You can also copy and paste the jpg graphic into other documents. Should you need to alter the design elements or select only a specific element of the design, you can import the jpg into most graphic programs and manipulate the graphic.

Stuffers/Inserts graphics:

There are several ways you can use the **Stuffers/Inserts** graphics. Here are some suggestions:

- You can print stuffers/inserts on letter-weight paper and staple one to the customer's receipt, put it in the bag with the merchandise, or insert it into your menu or services folder.
- If you select the PDF version, the graphic will print exactly as you see it, in the dimensions indicated. You cannot alter, resize or adjust the PDF graphic.
- There are two jpg files provided: high resolution (300 dots per inch) and low-resolution (72 dots per inch). The high-resolution file will take longer to print than the low-resolution file but will have much sharper text and images.
- If you select either jpg version of the graphic, you can resize the graphic and even copy and paste the graphic into other documents. For instance, you can resize the graphic to fit in a brochure that lists your services. Should you need to alter the design elements or select only a specific element of the design, you can import the jpg into most graphic programs and manipulate the graphic.

Standard Card Design

4x5



Suggested Uses
signs (counter, table, window, etc.)
general display

5x7



Suggested Uses
signs (counter, table, window, etc.) general display

8X10



Suggested Uses
signs (counter, table, window, etc.) general display posters ceiling hanger

TENT CARD 3X3.75



Suggested Uses
signs (counter, table, window, etc.) general display

STUFFERS/INSERTS 2.75x5.5



Suggested Uses
bag stuffer receipt attachment menu insert

WINDOW DECAL 4.5x2.75



Suggested Uses
window, general display

Downloads

4" x 5" Sign

- [4x5Standard.pdf](#) — (93 KB) Print-ready Sheet
- [4x5-StandardLo.jpg](#) — (32 KB) Low Resolution
- [4x5-StandardHi.jpg](#) — (170 KB) High Res

5" x 7" Sign

- [5x7_Standard.pdf](#) — (117 KB) Sheet
- [5x7-StandardLo.jpg](#) — (36 KB) Low
- [5x7-StandardHi.jpg](#) — (207 KB) High

8" x 10" Sign

- [8x10_Standard.pdf](#) — (90 KB) Sheet
- [8x10-StandardLo.jpg](#) — (40 KB) Low

Stuffers and Inserts

- [Standard-Stuffers.pdf](#) — (112 KB) Sheet
- [Standard-StufferLo.jpg](#) — (9 KB) Low
- [Standard-StufferHi.jpg](#) — (135 KB) High

Window Decal

- [Standard_decals.pdf](#) — (131 KB) Sheet
- [Standard-decalLo.jpg](#) — (50 KB) Low
- [Standard-decalHi.jpg](#) — (843 KB) High

Tent Card (3" x 3")

- [Standard Tent Card.pdf](#) — (114 KB) Sheet
- [Standard-tent-cardLo.jpg](#) — (44 KB) Low
- [Standard-tent-cardHi.jpg](#) — (732 KB) High