

MercuryGift[®]



CARDS AND MERCHANDISING CATALOG

 **MERCURY[®]**
A Vantiv Company

800.846.4472 x1407
giftsales@mercurypay.com

GIFT CARDS

MercuryGift® offers the most comprehensive selection of gift cards to ensure you get the right card for your business. All of our cards can be customized to match your existing marketing materials to help reinforce your brand to your customers.



Custom Cards

Sell gift cards with a design that matches your brand. Great looking custom designed full color cards really stand out and grab people's attention. Design your own, or let us design a card for you.



Custom Cards #CCC10

100	250	500	1000	2500	5000	10000
\$150	\$350	\$525	\$850	\$1,800	\$2,750	\$4,100

Alternative materials

Make a bold statement with these alternative gift card types. We work with environmentally friendly card manufacturers to ensure top quality, earth-friendly cards. 500 min.



Recycled #CAR111

500	1000	2500	5000	10000
\$625	\$970	\$2,100	\$3,350	\$5,100



Wood #CAW112

500	1000	2500	5000	10000
\$875	\$1,310	\$2,800	\$4,750	\$8,100



Biodegradable #CAB113

500	1000	2500	5000	10000
\$675	\$1,030	\$2,250	\$3,650	\$5,700

Clear plastic

Subtle and unique, clear cards can complement any design. 500 min.



Clear #CAC115

500	1000	2500	5000	10000
\$1,275	\$1,710	\$3,300	\$5,400	\$9,000

Keytags & combo cards

Gift cards and key tags all wrapped up into one are perfect for gyms, grocery stores and other business that want to offer customers options for carrying their cards. 500 min.



Custom Keytags and Combo Cards

500	1000	2500	5000	10000
\$740	\$1,260	\$2,875	\$5,400	\$10,700

Quantities and printing restrictions may apply. Pricing may vary based on card type, layout, and 4/4 printing. Custom cards and custom carriers are non refundable.



Standard Express Cards

Set up your business for success with affordable, pre-designed cards imprinted with your logo or special design. Standard Express cards are limited to **black ink only**.

General



Dining



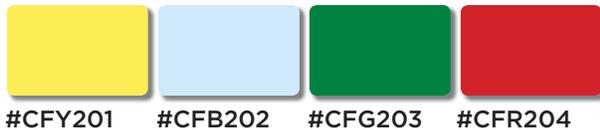
Holiday



Special Occasions



Full Color Cards



Metallic



All Express Cards (General, Dining, Holiday, Special Occasions, Full Color Cards & Metallic)

100	200	500	1000	2500	5000
\$115	\$230	\$350	\$650	\$1,500	\$2,500



CARRIERS

Custom carriers

Custom carriers match your custom gift card design and attract attention.

Custom Folded



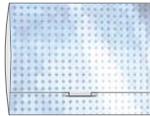
#HCF410

Custom Wallet
(with tab)



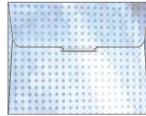
#HCW420

Pocket Book
(with flap)



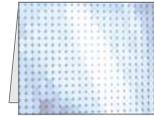
#HCB430

Incasing Fold
(with flap)



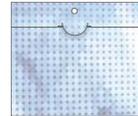
#HCI440

Petit Single Fold



#HCS450

Hanging Folded
(with tab)



#HCH460

Standard carriers

Predesigned carriers are generic enough for any gift card style.



#HSB510



#HSD520



#HSR530



#HSY540



#HSW550

Custom Carriers 500 min.

500	1000	2500	5000	10000
\$325	\$500	\$1,000	\$1,500	\$2,400

Standard Carriers 100 min.

100	200	500	1000	2500	5000
\$18	\$36	\$90	\$180	\$450	\$900

Custom and Standard Sleeves

These attractive small and simple sleeves are an alternative way for customers to protect their gift cards.



#HCS630



#HBS610



#HYS620

Custom Sleeve 500 min.

500	1000	2500	5000	100
\$375	\$500	\$800	\$1,000	\$20

Standard Sleeve 100 min.

100	200	500	1000	2500	5000
\$20	\$40	\$100	\$200	\$500	\$1,000



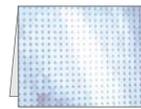
PACKAGES

Easily purchase gift cards and carriers together with our all-in-one packages. Simply choose your card type and the color of your carrier.

Custom Card and Custom Carrier with Display

Launch your gift card service with enough materials to meet your customers' demands.

500 \$825.00/#PCC701
1,000 \$1,250.00/#PCC721



custom cards, custom carriers, double slot metal display

Custom Card and Standard Carrier with Display

If you love your custom cards but prefer a simple carrier, this package is for you.

500 \$605.00/#PCS801
1,000 \$1,180.00/#PCS821



custom cards, standard carriers, double slot metal display

Express Cards and Standard Carrier with Display

Keep it clean and simple with a package including:

Standard Express
500 \$400.00/#PES931
1,000 \$800.00/#PES941



express cards, standard carriers, double slot metal display



MERCHANDISING

Showcase your gift cards throughout your business with window clings, table tents and several types of display cases.

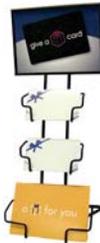
Card Displays

Choose from a variety of standard displays to showcase your cards.

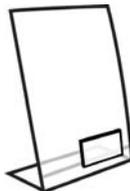
2-slot metal display
\$15.00
#MCD502



3-slot metal display
\$20.00
#MCD503



Acrylic display with card holder
\$10.00
#MCD510



8x11 standard insert
\$2.00
#MCD520



8x11 custom insert
\$4.00/#MCD530



Window decals

Let your customers know right away that you offer gift cards with these eye-catching window decals.



\$4.50
#MWD540



\$3.00
#MWD550

Gift bags

Offer your customers a colorful gift bag for their cards. 100 min.



\$0.37
#MGB560



\$0.25
#MGB570

Table Tents

Perfect for restaurant tabletops and retail displays alike, these remind customers about your gift cards. \$0.55/#MTT580





CARD ENHANCEMENTS

(500 minimum for custom cards only)

Signature Panel

Help protect your customers from fraud by adding a signature panel to any card you choose. **\$0.12/#AOS340/500 min.**

Matte finish

Add a classy touch to your card with a matte finish. **\$0.03/#AOM360/500 min.**

Pin & Scratch

Add an extra layer of security to your gift cards with a scratch-off security code or PIN. Simply scratch off the protective film, then activate the card. **\$0.17/#AOI320/500 min.**

4/4 Printing

Love color? So do we! Add full color to the front and back of your gift cards, carriers, key tags, or card sleeves. **\$0.05/#AOB330/500 min.***

Pantone colors

Let's get personal and print using your own pantone colors. **\$0.05 per color/#AOP350/500 min.**

*Prices may vary by product type.

PROMOTIONAL TOOLS

The Mercury StoreCard™

Your store, your card.

Rewards | Gift | Promotion | Mobile | Social | Payment

The Mercury StoreCard™ is a better way to pay. Reduce checkout times and reward your customers for every purchase they make at your business. Most prepaid cards are static and inconvenient when funds run out. In contrast, the Mercury StoreCard offers an easy and flexible way for consumers to load and reload online rather than add funds at the cashier. With Mercury StoreCard, customers earn rewards, give gifts, and can pay with their smart phone or with a plastic card creating convenience and incentive to return more often. The Mercury StoreCard is a comprehensive payment card designed to help local merchants increase foot traffic and bring more value to every transaction.



Gift Card Capabilities



POS-integrated StoreCard processing



Priced for the local merchant with no transaction fees when processing credit with Mercury

Beyond Gift Capabilities

The Mercury StoreCard is your store's exclusive, private label rewards and payment card designed to make it easy for small businesses to attract and engage customers, so they keep coming back.

You can select the features that work best for your business.



STORECARD MANAGER The StoreCard Manager is a website hosted by Mercury and branded just like your cards. It lets your consumers pay from their phone or access any of the features that you have enabled for your business. It is accessible by scanning the QR code on the back of the StoreCard, or by going to the URL listed on the back of the card.



CASH BACK REWARDS Create customer loyalty and encourage loading and reloading funds onto the StoreCard with cash back rewards. You determine the reward amount and whether the reward is loaded upon purchase, reload, or both. Every time a customer uses their StoreCard at your business or reloads their card, they receive cash back loaded directly onto their StoreCard. For example, if you select 10 percent cash back on purchase, a \$10 purchase results in \$1 bonus on the customer's StoreCard. With cash back rewards, your customers will never have a zero balance.



GO MOBILE Cardholders have the option to convert their physical StoreCards into digital StoreCards so they can pay with their smartphones. For iPhone® users, the digital card will be stored in their PassBook® app. For Android™ users, the digital card will be stored in the PassMarket™ app, or the customer can simply pay from StoreCard manager.

MercuryMail

Give customers a reason to visit your business

Bring in more paying customers with MercuryMail, a targeted mailer featuring a ready to redeem promotional card for your business. Unlike other promotional methods that may be difficult to measure and evaluate, MercuryMail is an attractive marketing piece that is easy to track and targets the customers you want. You choose the offer and we'll handle the details from design, to printing and mailing. The only promotional mailer that works with your existing POS and Mercury's processing service, MercuryMail is a powerful way to promote your business.



Implementing MercuryMail is easy, we can help you with every step of the promotion process

- Our experienced team designs and prints the promotional mailer
- We handle mailing logistics using your list or one purchased from us
- You can track the effectiveness based on the number of redeemed cards

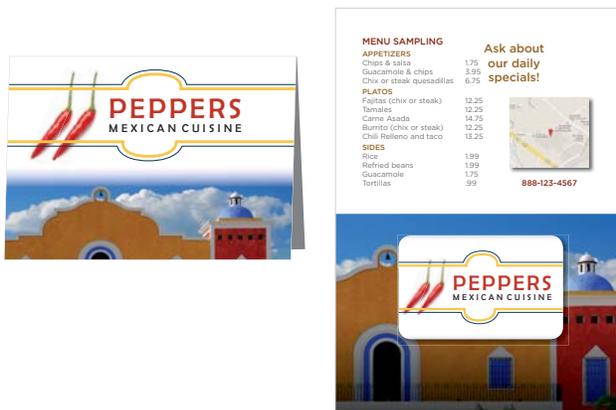
Grow your business with a unique tailored promotion

- Streamlined – Mercury takes care of the details so you can focus on your business
- Simple – already works with MercuryGift®
- Valuable – attracts customers who are ready to make a purchase
- Builds awareness – Eye-catching design entices customers and supports branding
- Increase ROI – instant savings attract paying customers; most will spend more than the value of the promotional gift card

Folded mailer

More space to include additional information about your offering or a map to your business.

\$2.00/1500min.



Laminated postcard

More compact with enough room to highlight your offer.

\$1.33/3000min.



MercuryGift On Demand™

Your very own online gift card store

Boost your sales and marketing efforts by selling gift cards online. MercuryGift On Demand enables gift card sales directly from your website. You don't need an existing website to get started - the MercuryGift team handles everything from design to hosting. Your complete eCommerce gift card webpage enables customers to purchase and send gift cards, reload them, and check balances. With MercuryGift On Demand, you'll never miss out on another gift card sale again!



Grow your business with online gift card sales by:

- Reaching customers outside of your geographic area
- Attracting more customers with expanded sales hours, 24/7 online
- Strengthening your brand with an online presence
- Profiting from unlimited free MercuryGift card transactions when you also process credit cards with Mercury

Blackhawk Network

Expand your brand's visibility in a Gift Card Mall™

Blackhawk Network provides the highest quality gift cards and the widest distribution network for your cards. Your cards are displayed alongside well-known brands in Gift Card Malls that are placed in leading grocery, drug and convenience stores. Blackhawk also provides online distribution of your cards on popular websites including GiftCardMall.com, Amazon.com, ebay.com and more. Mercury delivers first-rate processing for your Blackhawk gift cards along with easy transaction reporting, fast access to funds, and special negotiated pricing. We make it easy for you to get the most out of your gift card service.



- Attract more customers to your business with a presence in the Blackhawk Network's award-winning Gift Card Mall, available to select U.S. merchants who process with MercuryGift
- Gift cards are displayed in aisle end-caps in major brand grocery, drug and convenience stores, reaching more than 165 million US consumers weekly

The Blackhawk network is a registered trademark of the Blackhawk Network.

MERCURY IS HERE FOR YOU

Rely on our expertise. We know how to market and sell gift cards and can help you launch a successful gift card service.

Free customer support when you need it. Mercury's friendly and knowledgeable customer support team is available 24 hours a day, 7 days a week and 365 days a year.

What are you waiting for? Get started today!

- 1 Call MercuryGift to sign up at 1.800.846.4472 x1407
- 2 We will help you choose the right gift card package for your business.
- 3 Promote and display your gift cards. Get free marketing tips and affordable display materials to help you sell more gift cards.



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