

Custom Design Cards & Carriers - Gift Card Set Up Form

ALERT!

Does Retailer have locations in Maryland?

☐ Yes ☐ No

If yes, Card Numbers and Pins must be covered (as of October 1, 2025)

https://mgaleg.maryland.gov/2024RS/fnotes/bil_0000/sb0760.pdf

Will cards from this location need to work at any other location?

☐ No ☐ Yes (Indicate the other locations by including Additional Location Form(s) with this order submission.)☐ Channel Comp

(No Retail to be billed to Merchant - Requires Finance Approval)

CLIENT INFORMATION

Merchant Processing # (MID):

Gift Card Entitlement #:

Card Length: ☐ 16-digit (Standard Card Format) PIN ☐ Yes ☐ No Scratch-off ☐ Yes ☐ No☐ 19-digit Scratch-off ☐ Yes ☐ No

Legal Name:

DBA Name:

Shipping Address:

City:

State:

Zip Code:

Contact Name:

Phone Number:

E-mail Address:

Delivery Method: ☐ Ground ☐ 2nd Day ☐ Next Day Air (Billed to Merchant) Reprint ☐ Yes ☐ No Prior Order ID _____

ORDER AND PRICING INFORMATION

DESCRIPTION	SEQUENCE CODE	QTY	PER ITEM COST	TOTAL	DESCRIPTION	SEQUENCE CODE	PRICE
Custom Cards - Design 1					Gift Card Monthly Fee (If Applicable)	32M	
Custom Cards - Design 2					Transaction - Activation	G66	
Custom Design Carriers					Transaction - Redemption	G67	
Standard Design Carriers	G31				Transaction - Reload	G68	
Graphic Design Assistance per hour (optional)	G40				Transaction - Void/Reversal	G69	
					Transaction - Balance Inquiry	G70	
					Transaction - Other	G71	
					VRU - per call (optional)	G32	
					Block Activation (optional)	G51	

Total Set-Up Cost

MARKETING SUPPLIES

DESCRIPTION	SEQUENCE CODE	PART CODE	QTY	PER ITEM COST	TOTAL	DESCRIPTION	SEQUENCE CODE	PART CODE	QTY	PER ITEM COST	TOTAL
Decal	G36	MNRH				Counter Top Display	G42	MNF2			
						Welcome Kit	G77				

Total Set-Up Cost

CLIENT APPROVAL

ACKNOWLEDGEMENT/AUTHORIZATION: All fees for the Services shall be paid by an ACH transfer of funds from a bank account designated by Client. Client hereby authorizes Company to initiate debit and/or credit entries and adjustments from or to Client's designated account for such purpose. This authorization shall remain in full force and effect until Company has consented to its termination, at such time and in such a manner as to afford Company a reasonable opportunity to act on it. Client acknowledges that it has received and read a copy of the Gift Card Processing Agreement, the Program Guide or other applicable document containing the general terms and conditions governing the provision of Services. In the event of any conflict between such general terms and conditions, and this Gift Card Set-Up form, the terms set forth in this Gift Card Set-Up Form shall govern.

Gift Card production from final Proof Approval:
- Averages 14 business days for 20,000 or below
- Averages 20 business days for 20,000 to 100,000

Client's Business Principal Signature:

X

Date: _____

Print Name: _____

Title: _____

SALES REPRESENTATIVE INFORMATION

Sales Channel Name:

Sales Rep Name:

Sales Rep ID:

Sales Rep Phone #:

Sales Rep E-mail:

Secondary Contact (OA) Name:

Secondary Contact (OA) E-mail:

Merchant Processing # (MID):	Gift Card Entitlement #:	Client DBA Name:

CARD ORDER PROMO REQUIREMENT

Card Design 1	Card Design 2
<input type="checkbox"/> Default Promo (Non-Denominated, Reloadable, No Expiration)	<input type="checkbox"/> Default Promo (Non-Denominated, Reloadable, No Expiration)
<input type="checkbox"/> Use Existing Promo <input style="width: 100%;" type="text"/>	<input type="checkbox"/> Use Existing Promo <input style="width: 100%;" type="text"/>
<input type="checkbox"/> Create New Promo	<input type="checkbox"/> Create New Promo
<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div> <input type="checkbox"/> Additional Reloadable Promo (reloadable, non-denominated) </div> <div> Promo Name <input style="width: 100px;" type="text"/> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div> <input type="checkbox"/> Additional Reloadable Promo (reloadable, non-denominated) </div> <div> Promo Name <input style="width: 100px;" type="text"/> </div> </div>
<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div> <input type="checkbox"/> Merchandise Return Promo (non-reloadable, non-denominated) </div> <div> Promo Name <input style="width: 100px;" type="text"/> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div> <input type="checkbox"/> Merchandise Return Promo (non-reloadable, non-denominated) </div> <div> Promo Name <input style="width: 100px;" type="text"/> </div> </div>
<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div> <input type="checkbox"/> Marketing Incentive Promo (non-reloadable, denominated) </div> <div> Promo Name <input style="width: 100px;" type="text"/> </div> </div>	<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div> <input type="checkbox"/> Marketing Incentive Promo (non-reloadable, denominated) </div> <div> Promo Name <input style="width: 100px;" type="text"/> </div> </div>
Default Amount <input style="width: 80px;" type="text"/> (Value determined by merchants store promotion)	Default Amount <input style="width: 80px;" type="text"/> (Value determined by merchants store promotion)
(Choose One) Fixed Expiration Date <input style="width: 80px;" type="text"/> Relative Expiration Date <input style="width: 80px;" type="text"/> Months	(Choose One) Fixed Expiration Date <input style="width: 80px;" type="text"/> Relative Expiration Date <input style="width: 80px;" type="text"/> Months

Custom Card & Carrier Design Information

FOR NEW OR REORDER CUSTOM CARD ORDERS:

Print Ready Artwork to be provided in electronic format and compliant with specifications set in Custom Card Artwork Requirements and sent to GiftCardArt@fiserv.com.

For Print Ready Artwork Guidelines and Custom Gift Card and Custom Gift Card Carrier Templates, please refer to merchants.fiserv.com/en-us/products/small-business/all-solutions/gift-cards/

PROOF EXCHANGE

PROOFS: ☐ E-mail proof. E-mail address for proof approval: _____

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.
Gracias por su visita. Esperamos verlos muy pronto.
- ☐ Blank (except for card number)
- ☐ Custom (upload) Yes ☐ No ☐

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@fiserv.com
- Back of card artwork is in gray scale only.
- ☐ Variable Barcode Yes ☐ No ☐

GIFT CARD CARRIERS

CARRIER DESIGN: ☐ Custom Design Carrier - Provide custom artwork to GiftCardArt@fiserv.com

<input type="checkbox"/> Standard Design Carrier SKU:	
---	--

Comments:

Design Information Above Approved: _____
Client Initials

GIFT CARD FEE SEQUENCE CODES

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
G07	Gift Card - Custom Cards 10,000 - 24,999
G08	Gift Card - Custom Cards 25,000 - 49,000
G09	Gift Card - Custom Cards 50,000 - 99,999
G10	Gift Card - Custom Cards 100,000 - 199,999
G22	Custom Design Carriers 1,000 - 2,499
G23	Custom Design Carriers 2,500 - 4,999
G24	Custom Design Carriers 5,000 - 7,499
G25	Custom Design Carriers 7,500 - 9,999
G26	Custom Design Carriers 10,000 - 24,999
G27	Custom Design Carriers 25,000 - 49,999
G28	Custom Design Carriers 50,000 - 99,999
G29	Custom Design Carriers 100,000 - 199,999
G31	Standard Design Carrier - must be ordered in increments of 50
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
G34	Set Up Fee - Per location and based on number of locations participating in the program.
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 proofs, multiple versions and revisions. Fee is not assessed unless services are rendered. Merchant is advised if fees will exceed two hours. Billed in whole hour increments.
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.
G66	Gift Card Transaction - Activation
G67	Gift Card Transaction - Redemption
G68	Gift Card Transaction - Reload
G69	Gift Card Transaction - Void/Reversal
G70	Gift Card Transaction - Balance Inquiry
G71	Gift Card Transaction - Other Transaction - time out reversal, etc.
G77	Welcome Kit - Gift Card marketing guide and materials

Your signature on this form represents a contract to proceed with production and indicates that all aspects of the entire proof have been **checked and approved**. See checklist and sign-off area. All production costs incurred after proof approval due to a change from the signed proof or pricing proposal are the sole responsibility of the customer and will be billed accordingly. Any alterations will require a new proof and/or revised pricing proposal and are subject to charges. Any change may also affect the project timeline.

When you visit our websites, or send e-mails or faxes to us, you are communicating and consent to receive communications with us electronically. You agree that all agreements, notices, disclosures and other communications that we provide to you electronically satisfy any legal requirement that such communications be in writing.