



Maximize sales.  
Gain new customers.  
Build your business.



# Moneris® Gift Card Program



# The Moneris Gift Card Program

Moneris' Gift Card Program allows businesses of all sizes to offer more purchasing options to customers and is a simple and cost-effective way to increase sales. Gift cards can be branded with your company name or logo on a pre-designed card suitable for your industry, or you can create your own gift card design specific to your business.

## Benefits of the Moneris Gift Card Program

- **Increase sales:** Customers typically spend more than the initial value of the gift card
- **Reduce Fraud:** Cards have enhanced security and no value until activated at the time of purchase
- **Gain new customers:** Customers who purchase a gift card for a friend or loved one are recommending your business and introducing a new customer to your store
- **Extend your Brand:** Eye-catching card designs act as a marketing tool for your brand
- **Promotional Tool:** Gift cards are an ideal tool to promote your business and drive customers to your store
- **Easy set-up:** Cards can be processed through your existing Moneris POS terminal
- **Flexible:** Customers decide the amount they wish to load or reload on the card



Over 60 percent of consumers who received a gift card in 2009 spent more than the initial value on the card – an average of 55 percent more!<sup>2</sup>



Deloitte's Canadian holiday shopping survey found that when it comes to gift selection, more than 60 percent of shoppers are purchasing gift cards.<sup>1</sup>



# The Moneris Gift Card Program offers<sup>3</sup>:

- **Two feature packages** – choose between two distinct gift card packages to suit your needs
- **Gift cards and holders** – brand pre-designed gift cards with your logo or create your own custom card and holder design. Visit [moneris.com/giftcards](http://moneris.com/giftcards) to view gift card designs.
- **Unlimited transactions** – your card fee includes unlimited transactions, card printing, card branding with your business name or logo, a gift card holder,<sup>4</sup> packaging and delivery
- **Online cardholder balance check**
- **Online administrative portal** – ideal for performing administrative functions, cardholder account management, bulk card activation and much more
- **Reloadable card feature** – provides additional convenience for loyal customers by allowing them to load additional value on their gift cards
- **Multi-location business capabilities**
- **Gift card program reports** – online reporting to track gift card activity, monthly activity summary and single or multi-location reconciliation
- **Welcome kit** – helps you market your gift cards with attractive and visible signage
- **24/7 bilingual support and service**



Want to sign up for a Gift Card Program?  
Speak with your Moneris Sales Representative or visit  
[moneris.com/giftcards](http://moneris.com/giftcards) to learn more.

# Choose a Gift Card Package that Suits Your Business

		<b>BASIC</b> Includes everything you need to get your program running quickly and cost-effectively.	<b>ENHANCED</b> Gives you complete control over your program and allows your customers to check card balance online.
<b>CARD OPTIONS</b>	<b>Pre-designed Cards with your Business Name or Logo<sup>5</sup></b>	●	
	<b>Custom Designed Cards<sup>6</sup></b>	●	●
<b>PROGRAM FEATURES</b>	<b>Variable Activation Amount<sup>7</sup>; No Expiry<sup>8</sup></b>	●	●
	<b>Reload</b>	OPTIONAL <sup>9</sup>	INCLUDED
<b>WELCOME KIT</b>	<b>Quick Reference Guide, Display Stand, Decal, Counter Sign, Poster</b>	●	●
<b>REPORTING</b>	<b>Basic Suite</b> Online reporting to track daily or monthly gift card activity and liability	●	●
	<b>Enhanced Suite</b> Reports to reconcile funds among locations, extract card usage and cardholder information, and track fraudulent activity		●
<b>WEB PORTAL</b>	<b>Merchant Web Portal</b> <ul style="list-style-type: none"> <li>Save time and effort by bulk activating cards for promotional use</li> <li>Correct any transaction errors and address customer service issues by adjusting card balances online</li> <li>Handle issues related to lost, stolen or damaged cards by tracking the lost card to a cardholder account and deactivating cards online</li> <li>Create users and provide controlled access to perform various functions</li> </ul> <b>Cardholder Web Portal</b> <ul style="list-style-type: none"> <li>Customers can register their gift card to view their card balance and transaction history</li> </ul>		●
<b>PACKAGE OPTIONS</b>	<b>Minimum Number of Locations</b>	<b>1</b>	<b>5</b>

For more information, speak with your Moneris Sales Representative or visit [moneris.com/giftcards](http://moneris.com/giftcards)



1. Deloitte's 2009 Canadian holiday shopping survey, [http://www.deloitte.com/view/en\\_CA/ca/industries/consumerbusiness/4e395cc7c6fd4210VgnVCM100000ba42f00aRCRD.htm](http://www.deloitte.com/view/en_CA/ca/industries/consumerbusiness/4e395cc7c6fd4210VgnVCM100000ba42f00aRCRD.htm)  
2. Moneris Small Business gift card program data, December 31, 2010  
3. Feature availability is dependent on the package choice. Please review the package details.  
4. Gift card holders are included only with pre-designed cards in the Basic Package  
5. Minimum order 200 cards for standard pre-designed cards. 26 unique designs to choose from.  
6. Minimum order 2,500 cards for custom cards  
7. Gift Card can be loaded with dollar value ranging from \$1 to a maximum of \$250  
8. Gift Cards activated after October 1, 2007 will not expire  
9. Feature can be added for an additional fee

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