

E-mail completed form to [subwaycardorders@ipcoop.com](mailto:subwaycardorders@ipcoop.com)

## CONTACT

NAME	COMPANY NAME		
ADDRESS	CITY	STATE	ZIP
TELEPHONE NUMBER	EMAIL ADDRESS		

## CUSTOM SUBWAY® CARDS

BATCH #	NUMBER OF CARDS NEEDED	DOLLAR AMOUNT TO BE LOADED ON EACH CARD*

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\*Please separate quantities by load amount. No load orders will have special creative requirements, please describe the activation method in the distribution plan below.

**LOAD AND PAYMENT CURRENCY**     USD\$     CAD\$

\*When ordering multiple currencies, please submit separate order forms for each currency.

**CARDS NEEDED BY** \_\_\_\_\_ **DATE**

\*Delivery by this date will be confirmed with the quote. Please allow adequate time to process a custom card order. We will do our best to expedite rush orders, but cannot guarantee short lead times will be feasible. See Pricing/Timing Grid for estimated turn times.

**EXPEDITED PRODUCTION PROCESSING REQUESTED**     USD\$     CAD\$

\*Valid for 100 – 999 cards, see Pricing/Timing Grid for cost variance.

**CREATIVE ASSISTANCE REQUESTED TO LAYOUT THE CUSTOM CARD**     YES     NO

\*See CUSTOM SUBWAY® Card Art Guidelines to determine if you will need creative assistance. If you are not able to provide the proper format, we can place your graphics into one of the below templates for a design fee of \$150/design.

**GRAPHIC DESIGN ASSISTANCE REQUESTED TO LAYOUT YOUR CUSTOM CARD (\$150 FEE):**     YES     NO

\*See CUSTOM SUBWAY® Card Art File Submission Requirements at the bottom of this form to determine if you will need creative assistance.

For questions or assistance, please contact Value Pay Services  
(a SUBWAY® franchisee owned organization, managing the SUBWAY® Card Program in the US and Canada)  
786-270-1273 or e-mail [subwaycardorders@ipcoop.com](mailto:subwaycardorders@ipcoop.com)

## SHIPPING

SHIPPING METHOD  UPS GROUND  UPS NEXT DAY AIR  CANADIAN STANDARD  CANADIAN EXPRESS SAVER

SHIP TO NAME		COMPANY NAME		
SHIP TO ADDRESS		CITY	STATE	ZIP
TELEPHONE NUMBER		EMAIL ADDRESS		

PROGRAM DESCRIPTION *(How will these cards be used?)*

PROGRAM TIMING *(When will these cards be distributed & used?)*

DISTRIBUTION PLAN *(Where will these cards be distributed & used?)*      REGION      MARKET #      RESTAURANT #

COMMUNICATION PLAN *(Is there any communication or marketing associated with these cards?)*       YES       NO

**NOTE: ANY MATERIALS CREATED WHICH FEATURE THE SUBWAY® LOGOS, CARDS, MENU ITEM OR OTHER PROPRIETARY IMAGES MUST BE APPROVED PRIOR TO THEIR USE OR DISTRIBUTION.**

This includes your custom card art work in addition to any supporting collateral or web materials. Custom SUBWAY® Card will automatically be reviewed against brand guidelines prior to production.

Supporting collateral or web materials must be pre-authorized. To obtain pre-authorization please e-mail [subwaycardorders@ipcoop.com](mailto:subwaycardorders@ipcoop.com)

## PAYMENT

\*to determine applicable discounts in quotes – no act info needed now.

- COMPANY CHECK OR MONEY ORDER *\*Orders paid by check will not be processed until funds have cleared the bank (7-10 days)*
- CREDIT CARD *\*Total order value must be \$5000 or less, select other method if greater than \$5000*
- ACH *\*Available in the United States only*
- FAF NATIONAL P.O. *\*Signed Quote Acceptance & Order Form required. \*P.O. Signed by the Budget Analyst Required*
- FAF LOCAL MARKET *\* Signed Quote Acceptance & Order Form required. FAF Payment Submittal Form Signed by the Local Board Chair Required*

Note: Generally a 2% discount is extended on orders with loads of \$5000 or more.

This is based solely on the total amount of funds loaded onto cards and is exclusive of customization fees, expedited service charges, shipping/handling, etc.

Discounts do not apply to orders paid for by a credit card or FAF orders. Substantially larger orders may qualify for additional discount.

Email [subwaycardorders@ipcoop.com](mailto:subwaycardorders@ipcoop.com) for details.



## NEXT STEPS

### 1. ORDER ACKNOWLEDGEMENT

Once your order and payment has been received and processed, you will receive an order acknowledgement e-mail from [subwaycards@cardfulfillment.com](mailto:subwaycards@cardfulfillment.com) requesting your artwork (typically within 24-48 business hours).

#### **DO NOT SEND ARTWORK WHEN YOU PLACE YOUR ORDER.**

This acknowledgment e-mail will contain specifications and instructions for submitting artwork. For advance information on art & brand requirements see the CUSTOM SUBWAY® Card Art Guidelines & the CUSTOM SUBWAY® Card Brand Guidelines found under the corporate section of [www.mysubwaycard.com](http://www.mysubwaycard.com). **Note: Please ensure your mail server recognizes [subwaycards@cardfulfillment.com](mailto:subwaycards@cardfulfillment.com) so that it doesn't end up in a junk mail folder.**

### 2. PROOF

Once your artwork has been submitted, you will receive a PDF proof from [subwaycards@cardfulfillment.com](mailto:subwaycards@cardfulfillment.com). If the proof matches the artwork provided or the guidance provided for art assistance work, you will need to sign and email the proof back to [subwaycards@cardfulfillment.com](mailto:subwaycards@cardfulfillment.com). It is at this time the card production will begin and the turn time commitments will commence. **Note: If you require artwork changes due to your changes in need, additional art fees may apply and the project may be held up pending payment revisions.**

### 3. SHIPMENT NOTIFICATION

Once production is complete you will receive shipment notification via e-mail from [subwaycards@cardfulfillment.com](mailto:subwaycards@cardfulfillment.com). Your cards will be sent inactive as a safeguard against unauthorized use in the event the cards are lost or stolen. You will be required to submit an activation request form (included in the card shipment) to VPS to confirm delivery of the order and to activate cards. Follow the instructions on the packing slip to activate cards. Please note that card activation takes 24-48 hours from receipt of your activation form.

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786-270-1273 or e-mail [subwaycardorders@ipcoop.com](mailto:subwaycardorders@ipcoop.com)

## ART FILE SUBMISSION REQUIREMENTS

### FILES ON THE FOLLOWING TYPES OF MEDIA

- Email (under 5MB)
- Dropbox, WeTransfer Link
- CD / DVD
- FTP (please call for this option)

### THE FOLLOWING APPLICATIONS ARE FULLY SUPPORTED IN PC FORMAT

- PNG
- JPG
- GIF
- TIF

### FONTS

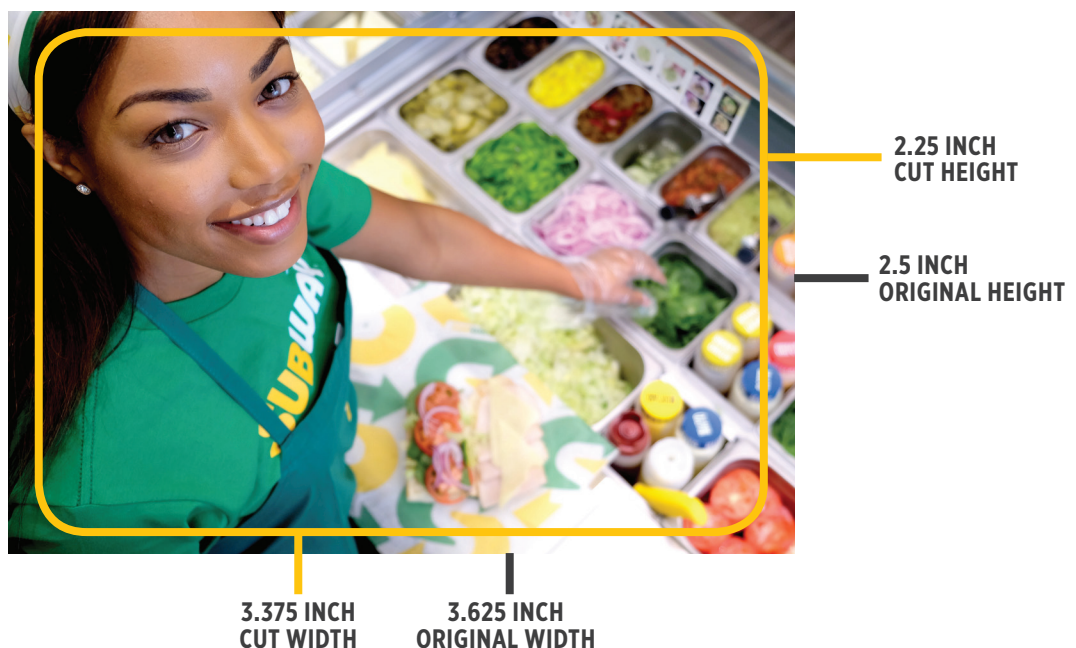
- Outlined and/or layers flattened

### RESOLUTION

300 dpi at 100% size

### SAFETY ZONE

Allow for a 0.125 inch minimum area (bleed) between copy and edge of card on all four sides.



**.125 INCH BLEED REQUIRED ON ALL SIDES**

## ART FILE SUBMISSION REQUIREMENTS

### COLOR

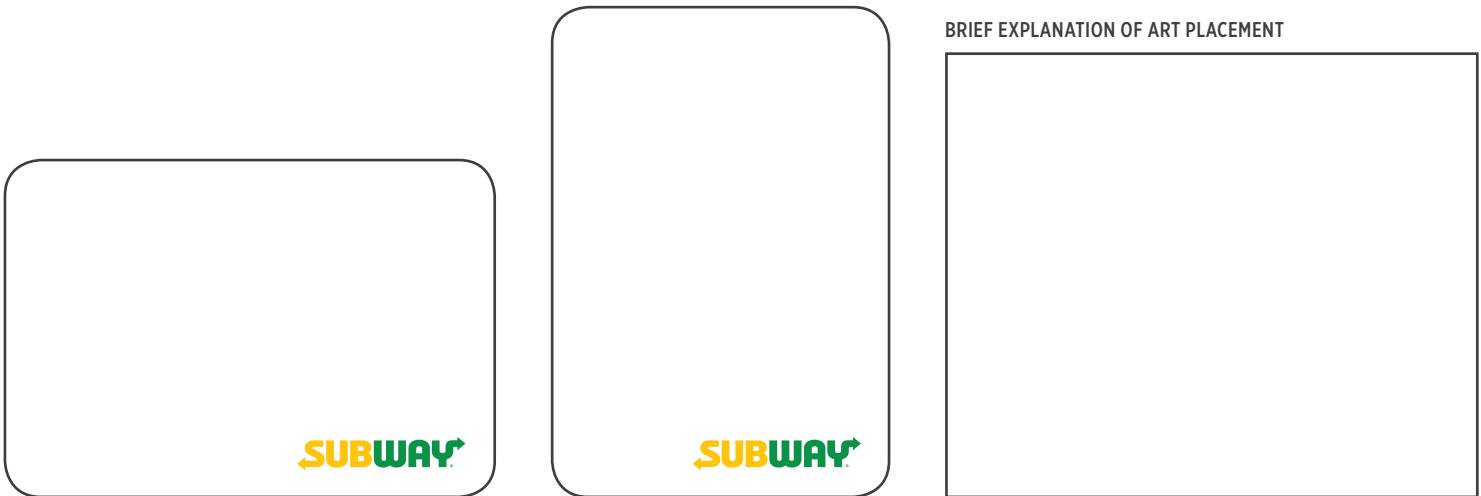
Must be converted to CMYK (four color process)

### CARD SIZE

CR-80 card size is 3.375" x 2.25"

### COMPANY LOGO TEMPLATE

One of two of the below templates can be used to meet the Subway® Card branding requirements.



If you would like to have your logo added to one of these templates at no charge follow this process.

- Submit logo at 300 dpi or higher per specifications on page one
- Choose horizontal or vertical template from above and place an X on the template showing desired logo position
- Additional placement instructions can be added in the box above right

**Note: Anything beyond adding a logo in the template (ie: text, backgrounds, logo resizing, etc.) will require engaging a graphic design service and will be subject to a \$150 per image fee.**

## FULL CUSTOM DESIGN

If you'd prefer to fully custom design your co-branded cards, ensure your design incorporates one of the following logos on the front of the card. The logo must not be used in a way that defaces the Subway® brand. Logo usage will be reviewed and approved per Subway® Brand Standards. See Subway® Card Brand Guidelines below.



## SUBWAY® CARD BRAND GUIDELINES

All art files will be reviewed and must not infringe upon any of the below. If there are violations found on the art, the art will be rejected and you will be asked to supply a new art file. If this happens, please be aware that this will delay the production of your order.

### **GIFT CARD ART WILL BE REJECTED IF IT MEETS ANY OF THE FOLLOWING:**

- Obscene, pornographic, vulgar, or sexually suggestive;
- Violent, profane, deceptive, abusive, menacing, harmful, or threatening;
- Discriminatory (based on race, color, religion, gender, sexual orientation, age, national origin, ancestry or physical ability) or ridicules or makes negative reference to certain individuals or groups, including with respect to religion, the mentally or physically disabled, sexual orientation, gender, or national origin or ethnicity;
- Libelous, defamatory, offensive, blasphemous, or inflammatory;
- Incorporates a celebrity or other famous person's name or likeness, whether living or deceased, including television and movie actors and personalities, fashion or print models, musicians, and collegiate or professional athletes;
- Incorporates the name or likeness of any current or former world leader or politician, or any local, regional, national or international leader, religious figurehead, or politician, whether living or deceased;
- Incorporates material in support of or in opposition to a particular religion or religious group, figure, belief or creed;
- Incorporates material that might express or imply ideological, economic or other views not generally accepted as in the public interest;
- Incorporates the name or likeness of any convicted criminal, or any notorious image or individual;
- Depicts, glorifies, or makes reference to illegal drugs or drug use or abuse of any kind;
- Depicts, glorifies, or makes reference to weapons, including firearms;
- Parodies an underlying copyright or trademark including well recognized brands, logos, titles, or phrases or includes corporate names, trademarks, products, images, text or designs; without written consent.
- Is derived from or makes reference to any current or past video game, movie, television show, song, or web screen shot;
- Incorporates any material that the customer does not have a right to transmit or communicate under any contractual or fiduciary relationship or which infringes any patent, trademark, trade secret, copyright, moral right or other intellectual or proprietary right of any party;
- Incorporates any material that is likely to cause harm to any computer system, including without limitation, that which contains any virus, code, worm, data or other files or programs designed to damage or allow unauthorized access to mysubwaycard.com or which may cause any defect, error, malfunction or corruption to mysubwaycard.com;
- Is unlawful or would constitute or encourage a criminal offense, violate the rights of any party, or otherwise create liability or violate any local, state, federal, or international law;
- Emulates any form of valid indicia or payment for postage or resembles or could be confused with postal markings or text required or recommended by postal regulation; or
- Impersonates any person or entity or falsely states or otherwise misrepresents your affiliation with a person or entity.

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# CUSTOM SUBWAY® CARD QUOTE REQUEST

## LEGAL & DISTRIBUTION GUIDELINES

### LEGAL:

The following legal will be used. If client requires an exception to this copy, they must provide a file with the revised legal that must include all of the elements on the standard legal back. Please allow for 7 extra days for review and approval of legal.

**SUBWAY® CARD TERMS: *Protect This Card Like Cash!***

We can only replace remaining balances on lost, stolen or damaged Cards if your Card is registered online at [www.mysubwaycard.com](http://www.mysubwaycard.com) and proof of purchase is provided. This reloadable SUBWAY® Card is issued by Value Pay Services LLC and never expires, nor do we charge any fees. This card is not redeemable for cash except as required by law. Reward points expire after 36 months, unless stated otherwise by us. Only valid at Participating Restaurants; visit [www.mysubwaycard.com](http://www.mysubwaycard.com) for complete terms and conditions. Use of this Card constitutes acceptance of these terms.

Check your balance at [www.mysubwaycard.com](http://www.mysubwaycard.com) or call 1-877-697-8222.

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YOUR CARD NUMBER IS:

YOUR PIN NUMBER IS:



### FOR CARD DISTRIBUTED IN THE UNITED STATES

**CONDITIONS DE LA CARTE SUBWAY® : *Protégez cette carte comme de l'argent!***

Nous ne pouvons remplacer les soldes restants des cartes perdues, volées ou endommagées que si elles sont enregistrées en ligne à [www.mysubwaycard.com](http://www.mysubwaycard.com) et qu'une preuve d'achat est fournie. Cette carte SUBWAY® rechargeable est émise par Value Pay Services LLC et n'expire jamais et nous ne lui imposons aucun frais. Cette carte n'est pas échangeable contre de l'argent sauf là où la loi l'oblige. Les points de récompense expirent après une période de 36 mois, à moins d'indication contraire de notre part. Valable seulement dans les restaurants participants; visitez [www.mysubwaycard.com](http://www.mysubwaycard.com) pour obtenir toutes les conditions. L'utilisation de cette carte représente votre acceptation de ces conditions. ©2010 Doctor's Associates Inc. SUBWAY® est une marque déposée de Doctor's Associates, Inc.

**SUBWAY® CARD TERMS: *Protect This Card Like Cash!***

We can only replace remaining balances on lost, stolen or damaged Cards if your Card is registered online at [www.mysubwaycard.com](http://www.mysubwaycard.com) and proof of purchase is provided. This reloadable SUBWAY® Card is issued by Value Pay Services LLC and never expires, nor do we charge any fees. This card is not redeemable for cash except as required by law. Reward points expire after 36 months, unless stated otherwise by us. Only valid at Participating Restaurants; visit [www.mysubwaycard.com](http://www.mysubwaycard.com) for complete terms and conditions. Use of this Card constitutes acceptance of these terms.

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Check your balance/Vérifiez votre solde : [www.mysubwaycard.com](http://www.mysubwaycard.com) or call/ou composez le 1-877-697-8222.

Your SUBWAY® Card Number is:

Le numéro de votre Carte SUBWAY® est le :

Your PIN Number is:

Votre NIP est le :



### FOR CARD DISTRIBUTED IN CANADA