



## INITIAL DELIVERABLES

- ½ page 4 Color Ad (60 lb Luna Gloss) in 2"x 1 ¾" in Program Directory
- Personalized webpage presence within online Merchant Directory
- 100 Promotional packs for personal distribution including:
  - Loyalty Card
  - 2"x 1 ¾" wallet size Directory
  - Laminated Merchant "Quick Locator" Card
- Distribution of 25,000 Loyalty cards through Michael Narada Walden and affiliated Foundations
- Merchant tags as part of GLX media campaign
- Point of Purchase Marketing Material
- Access to Web-based Reporting engine for Merchant and Cardholder detailed reporting
- Guaranteed placement of merchant advertisement in "Featured Merchants" section via Program Website and homepage
- Electronic couponing via program terminal, fully audible by merchant
- Participating merchants can write off the entire amount going to the NMW Foundation as a charitable donation on their taxes. They will receive a detailed transaction record of the donation for their tax records.
- Merchants are able to utilize the GeN "X-2" Platform as an at will marketing tool, inexpensively targeting very specific, measurable and targeted promotions to increase sales year-round and begin to develop customer trends to identify who the best customers are and how best to keep them more loyal

### **Merchant Directory Optional Ad-Upgrades**

- **Merchant Directory Upgrade:**
  - Full page ad: \$ 500.00
  - Double Spread: \$2,500.00
  - Inside Back: \$3,500.00
  - Inside Front: \$4,500.00
- **Credit Card Processing and Terminal Support:**
  - Terminal cost is \$29.95, per terminal, per month, terminal is free the 1<sup>st</sup> month for loyalty and giftcard. The terminal lease begins as soon as credit card processing is switched to PRI or in month two from the date of contract
  - Merchant can go to GLX's website [www.global-loyalty.com](http://www.global-loyalty.com) click on credit card processing then open the fast print application and return, most approvals are provided within 24 hours