



Start Your Own Gift Card Mall Today!

Gift Card Mall™ offers the industry's most popular prepaid gift card, telecom and financial service brands. By bringing our program to your store, your customers can shop for these products and more in one convenient location.



Capitalize on Incremental Revenue & Gain Loyalty with Gift Card Mall

- Gift Cards are the fastest growing category across our distribution and yield the highest profit per square foot of space.
- Gift Card Mall is a destination customers know. This encourages repeat visits and increased foot traffic.
- As the most requested gift year after year, gift cards bring value to your customers as well as your business with NO inventory costs.

92% of consumers have purchased a gift card

79%

likely to purchase from a retailer who offers a wide variety of gift cards

8

gifts cards are a planned purchase that will drive up to 8 additional visits

81%

planning to buy at least one gift card for the holidays

\$303

average annual gift card spend per household



Program Overview

- No cost of inventory
- No cost for Activation Technology (Standalone Terminal or POS Integration)
- Commissions vary by card
- Store will be invoiced after card is sold

Fixture Cost	Free
Card Replenishment Method	DSD
Card Delivery Cost	Free
Billing Details	URM will bill weekly on prior week's sales

Sign Up Instructions

Go to: **www.blackhawknetwork.com**

- Select Merchant Services.
- Select Merchant Onboarding.
- Select **URM Stores, Inc.** and complete the application online.

Available Fixture Options



4 x 2 End Cap
48"W x 24"D x 78" H



144 Peg Spinner
32" L x 31"W x 76" H



4 Sided PPC
32" L x 31"W x 76" H