

# Merchant Offer Program Frequently Asked Questions

Use these Frequently Asked Questions to simplify your program development. We've addressed primary concerns and issues to make your use of the Merchant Offer Program as effortless as possible. If you still have questions after reviewing this information, we invite you to contact us at [incentivemarketing@visa.com](mailto:incentivemarketing@visa.com) for answers.

## Merchant Offer Program FAQ

### **Q. I am new to this program. Where should I begin?**

A. Start with the Overview & Benefits page to get program details. Then, explore your options at the Get Started page, where you'll find a section dedicated to helping you build your program, plus additional helpful resources.

### **Q. What offers are available through the Fall 2006 Merchant Offer Program?**

A. Merchants contributing to Fall 2006 offerings for both Consumer and Small Business cardholders include Red Roof Inn®, Things Remembered®, Verizon Wireless, and Western Union. Additional merchants include Quiznos Sub®, Royal Caribbean®, Shutterfly, Mobile Craze by Sprint, The Sharper Image®, UrbanOutfitters.com, and many more.

Merchants exclusive to Visa Small Business cardholders include DHL, Lenovo, Pitney Bowes, and PR Newswire. Most offers included on this CD are also available online through Visa Rewards Online (VRO), which hosts additional offers not available on this CD. View the Fall 2006 Merchant Offer and Locations Guide on this CD-ROM, or visit [Visa Online](#).<sup>\*</sup> Please note that all offers are subject to change.

\* Requires a Visa Online login—registration is free. If you do not have a user name or password, simply enroll at [www.volenroll.com](http://www.volenroll.com). If you have forgotten your user name or password, call Visa Online Customer Service at 800-597-8479, 24 hours a day, 7 days a week.

### **Q. How do I access the printed and eMarketing Merchant Offer Program offers?**

A. To access printed and eMarketing offers, just follow these simple steps:

- Printed offers: Inserts and letters have been created for printed offers and are included on the Merchant Offer Program Fall 2006 CD-ROM: Go to Offers & Materials, select either the Consumer or Small Business segment, then choose the Materials Selector. To view a complete list of offers, see the Merchant Offer and Locations Guide PDF on the CD-ROM.
- eMarketing offers: Access eMarketing offers via [Visa Online](#) using the easy-to-use web application called [Visa Rewards Online \(VRO\)](#). eMarketing offers can be updated at any time, giving your cardholders a strong incentive to return to your web site for the latest savings.

**Q. Am I limited as to how many offers I can select for my promotion?**

A. No. You can choose as many offers as you need to meet your marketing objectives. To assist you in selecting the offers most relevant to your cardholder base, the offers are grouped by theme and demographics. In addition, a state-by-state breakdown of merchant locations is also provided on this CD-ROM within the Merchant Offers and Locations Guide.

**Q. Can I combine Merchant Offer Program offers with offers of my own?**

A. Yes, you can combine Merchant Offer Program offers with your own offers in both printed materials from this CD and web materials from [Visa Rewards Online](#). All offers can be viewed on the Fall 2006 Program CD-ROM.

**Q. When do the Fall 2006 offers expire?**

A. The Fall program offers are valid from September 1, 2006, through February 28, 2007.

**Q. How do I access Merchant Offer Program marketing materials?**

A. Merchant Offer Program marketing materials are provided on the Merchant Offer Program Fall 2006 CD-ROM. You can also access the marketing materials through [Visa Online](#): Go to [www.us.visaonline.com](http://www.us.visaonline.com), click the Marketing link (left-hand menu), click Merchant Offer Program under Merchant Offers for Cardholders, then click Order Marketing Materials (left-hand menu).

**Q. What is the cost for using Merchant Offer Program materials?**

A. All creative has been developed by Visa and is offered at no cost to members as a benefit of Visa Membership. Discounts are fully funded by the merchant. Members are only responsible for the cost of printing their materials or ordering market-ready materials offered at low rates (\$40 per thousand for 4-panel inserts; \$35 per thousand for 2-panel inserts).

[Visa Rewards Online](#) offers free web materials, including customizable web site templates, and banners and buttons. To access these resources, go to [Visa Online](#)<sup>\*</sup>, click the "Marketing" tab, and select "Visa Rewards Online" from the Quick Link pull-down menu.

<sup>\*</sup> Requires a Visa Online login—registration is free. If you do not have a user name or password, simply enroll at [www.vol enroll.com](http://www.vol enroll.com). If you have forgotten your user name or password, call Visa Online Customer Service at 800-597-8479, 24 hours a day, 7 days a week.

**Q. What's new for Small Business inserts?**

A. The Merchant Offer Program gives members more choice than ever for mailings to small businesses. In addition to standard inserts, Bill Payment and Debit inserts are now available.

**Q. Where can I find final mechanical (artwork) files for the Merchant Offer Program offers?**

A. Final reproducible mechanical files, including high-resolution logos, can be found in the Mechanicals folder on the CD-ROM.

**Q. What software is needed to view the final artwork mechanical files?**

A. Adobe® InDesign (Mac or PC version) is required to view and work with the mechanical files.

**Q. What fonts are needed to work with the mechanical files?**

A. The offers have been created using Whitney fonts. For your convenience, these fonts have been licensed and are provided on this CD-ROM.

**Q. Do my materials have to look like the offers presented on this CD-ROM?**

A. No. You can change the format, fonts, and layout to whatever works best for your promotional materials and financial institution. However, you may not alter the copy, redemption information, terms and conditions, or merchant logos in any way. Additionally, please allow for extra time to obtain merchant approval if any additional clip art is added. Note: Prior to printing, Visa must approve all materials that include offers from the program. For details, refer to the Creative Approval Process PDF on the CD-ROM.

**Q. What is the approval process for using Merchant Offer Program materials?**

A. All Merchant Offer Program marketing materials must be approved by Visa prior to printing and distribution. Just send a copy of your final artwork to [approvals@visarewardsprogram.com](mailto:approvals@visarewardsprogram.com) or fax a copy of the layout(s) to the Merchant Offer Program Manager at (763) 212-3580. To confirm receipt of your fax or email, call (763) 212-2918. Please allow up to five business days per round with up to three rounds for approval. Refer to the Creative Approval Process PDF on the CD-ROM for more information.

## Using the Merchant Offer Program CD-ROM

**Q. Will the CD-ROM work in my PC?**

A. Yes. The CD-ROM can be viewed on computers running Windows or Macintosh operating systems. You can view the artwork and copy for each of the merchant offers in PDF format, as well as access theme and demographic charts. To access the final artwork mechanical files, you will need a computer running Adobe InDesign.

**Q. Will the CD-ROM automatically start running on my PC?**

A. Yes. The CD-ROM will automatically launch if your Windows machine is set up to Auto Run CD-ROM programs. If the Auto Run function has been disabled on your PC, you can run the CD-ROM using Windows Explorer. Simply navigate to the CD-ROM drive in Windows Explorer and double-click on the "Start Here" icon. Note: The program will never automatically run in a Macintosh environment. To run the CD-ROM on your Macintosh, double-click on the Merchant Offer Program CD icon on your desktop, then double-click on the "Start Here" icon.

**Q. Should I quit all other applications before using the CD-ROM?**

A. Yes. The CD-ROM is memory-intensive and will run better if you quit all other applications.