

Co-op Connections® Program

CARD & KEY FOB ORDER FORM

- Please complete all sections and print clearly
- **Fax all pages to Dan- Fax # 480/287-8871**
- **Deadline for logo submission:** please submit as soon as possible as a TIFF or EPS file - 4 color process, 300 minimum dpi to: danp@wafishermn.com
- **Deadline for order submission: 5 p.m. ET Friday, February 8th 2008**
- **Deadline for artwork approval: 5 p.m. ET Thursday, February 28th 2008**

PART 1 - CONTACT INFORMATION

First name _____

Last name _____

Co-op _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

E-mail _____

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PART 2 - CARD & KEY FOB QUANTITY

Setup Fee: Your co-op will be required to pay a \$300 design and a \$440 or \$220 print setup fee. If your co-op orders cards only, or fobs only, the fee is \$220. The fee is \$440 if you order both. Printing industry standards allow for production/invoicing of 10% over or under the quantity ordered.

CHOOSE THE QUANTITY OF CARDS AND KEY FOBS YOUR CO-OP WOULD LIKE TO PRINT.

Cards and key fobs must be ordered in increments of 2,500 pieces. (For example: 2,500; 5,000; 7,500; 10,000, etc.)

_____ Number of individual cards- (*current unit price .10160)

_____ Number of key fob sets (2 fobs per set)- (*current unit price .10640)

**The finalized unit price will be dependent on the total number of cards/key fobs ordered by all co-ops in this production run.*

DELIVERABLES TIMELINE

March 2008- Cards/key fobs begin to print

Late April/Early May 2008- Finished product shipped to co-op or mailed

DEADLINE

Based on the deliverables timeline above, does your co-op have a deadline it's trying to meet?

VENDOR RESOURCE

CARDSOURCE

CARDSource is the vendor that will be printing the Co-op Connections® cards/key fobs for all participating co-ops. The company is a card service bureau that offers printing, fulfillment and optional mailing services for plastic card programs. For more info, contact Kelsey Dehn, CARDSource at 1.800.284.9194 or kelseydcardsource.com

Please answer the following questions. If your co-op answers "yes", CARDSource will follow up to discuss various options. Your co-op is not required to use CARDSource's fulfillment or mailing services if you have a preferred vendor.

Is your co-op interested in printing the member letter to accompany the cards/key fobs?

Yes No

Is your co-op interested in affixing cards/key fobs to the member letter?

Yes No

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PART 3 – CARD FRONT



LOGO INSTRUCTIONS

Note: Please submit your logo (TIFF or EPS file - 4 color process, 300 minimum dpi) to: danp@wafishermn.com.

If your logo doesn't have the Touchstone Energy co-brand, please select one of the following co-brands:

- A Touchstone Energy Cooperative
- Your Touchstone Energy Partner
- Your Touchstone Energy Cooperative

Note: The selected Touchstone Energy co-brand will be added to your logo by W.A. Fisher Advertising & Printing, in accordance with Touchstone Energy graphic standards. If your logo has a tagline, please send your logo without it since the Touchstone Energy co-brand will be added.

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PART 4 – CARD BACK

The text shown in sections A & B are optional. Your co-op may choose to provide completely different text.



A **OPTION #1:** Your co-op's name and outage phone number:

B Your co-op's Web site address: _____

— OR —

A **OPTION #2:** Please provide the exact text your co-op would like printed in sections A & B:

B

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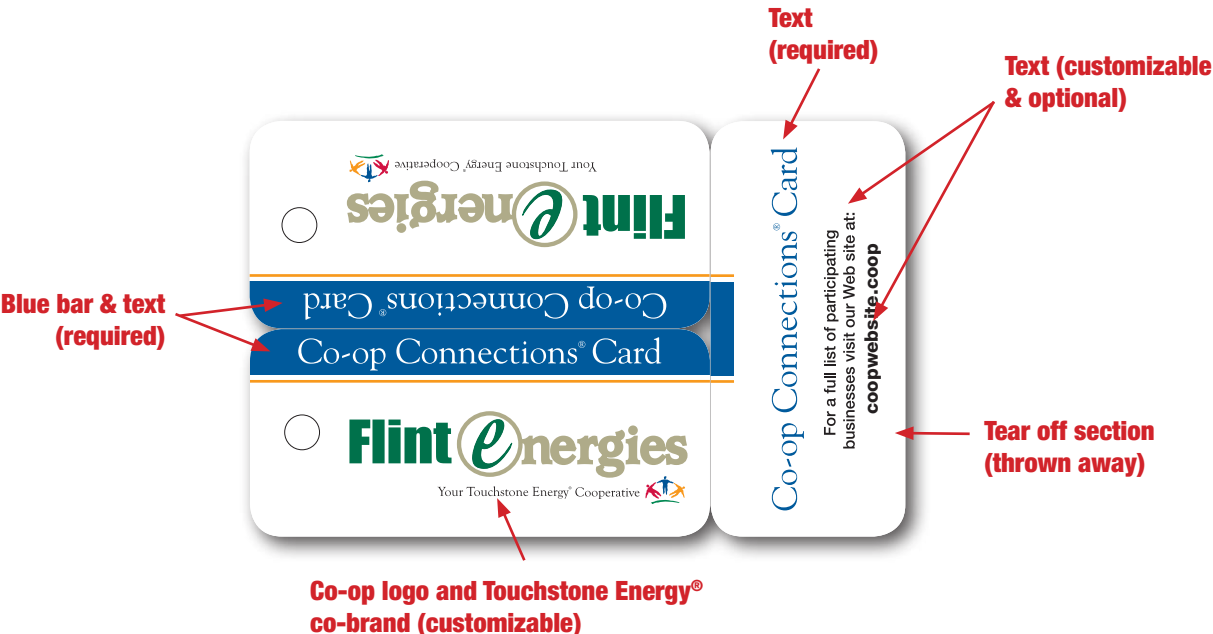
PART 5 – KEY FOB

FRONT

Your co-op's logo will be inserted on the front of the key fob.

TEAR-OFF SECTION

The text shown on front & back of tear-off section is optional. *Note: This section is discarded once the key fobs are detached. Your co-op may choose to provide completely different text.*



OPTION #1: Web site change only - keep default text on the front and back tear off section of the key fob:

For a full list of participating businesses visit our Web site at:

Your co-op's Web site address: _____

— OR —

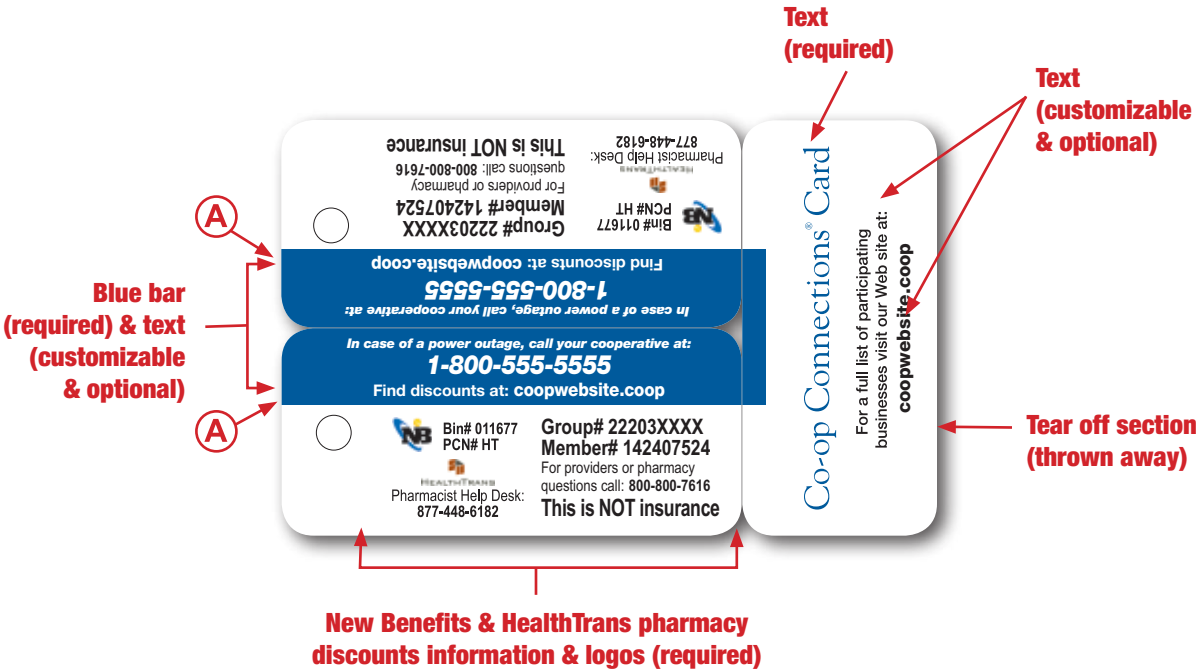
OPTION #2: Provide new text to replace the default text and your co-op's Web site address:

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PART 5 – KEY FOB (CONTINUED)

BACK

The text shown in section A is optional. Your co-op may choose to provide completely different text.



A **OPTION #1:** Your co-op’s name and outage phone number:

Your co-op’s Web site address: _____

— OR —

A **OPTION #2:** Please provide the exact text your co-op would like printed in section A:
