

Co-op Connections[®] Program

CARD & KEY FOB ORDER FORM

- *Please complete all sections and print clearly (if faxing)*
- **Click SUBMIT at the end of the form to electronically submit order or 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, June 13th 2008**
- **Deadline for artwork approval:** **5 p.m. ET Wednesday, July 2nd 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 .10760)

_____ Number of key fob sets (2 fobs per set)- (*current unit price .11240)

**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

Mid-July 2008- Cards/key fobs begin to print

Early September 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 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 1.866.289.3804 or kelseydehn@cardsource.com

Please answer the following questions. If your co-op answers "yes", CARDSource and W.A. Fisher 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@wafisher.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.

The diagram shows the back of a card with the following text and callouts:

- Callout A:** Points to a blue bar at the top containing the text: "In case of a power outage, call your cooperative at: 1-800-555-5555".
- Callout B:** Points to the text: "Present this card at participating businesses to receive discounts. coopwebsite.coop".
- Callout C:** Points to a box for "Member Signature" and "Account Number".
- Callout D:** Points to the bottom section containing contact information: "For providers or pharmacy questions call: 800-800-7616", "Group# 22203XXXX Member# 142407524", "Bin# 011677 PCN# HT", "Pharmacist Help Desk: 877-448-6182", and "This is NOT insurance". Logos for NB and HealthTrans are also present.

(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 –

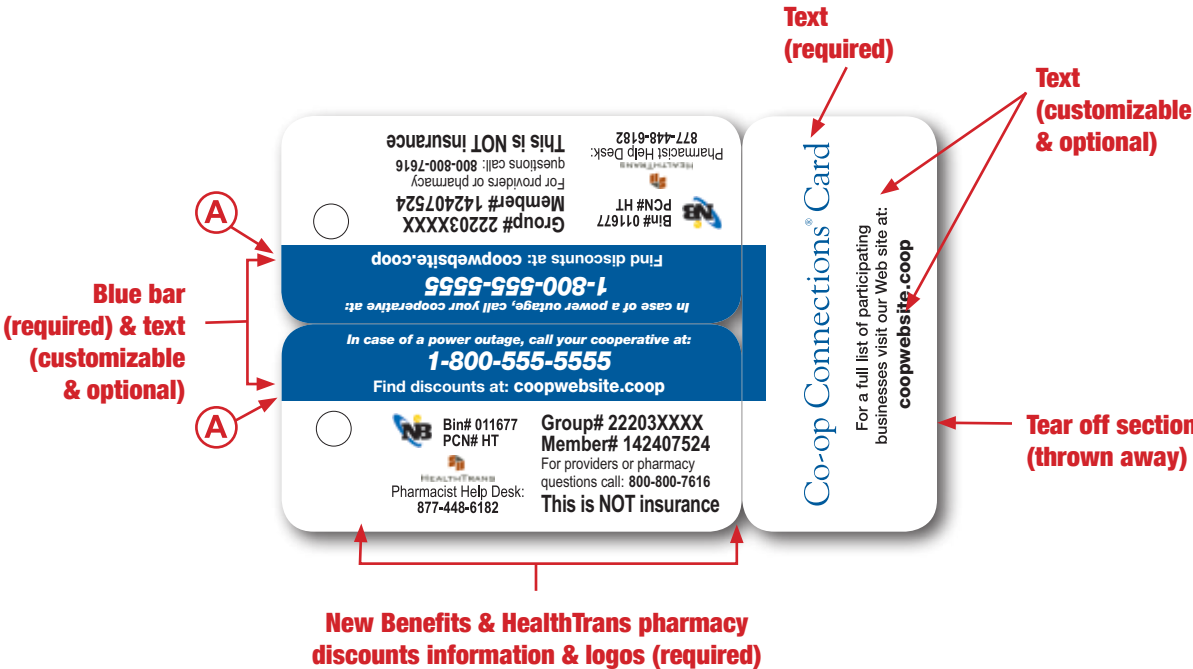
OPTION #2: Provide new text to replace the default text and your co-op’s Web site address:

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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:
