



Boost Front-End Traffic with Hallmark Cards



Hallmark Cards and IPC are partnering to offer you a great selection of greeting cards and other personal expression products. Not only will your customers enjoy the sentiments of Hallmark cards, but your pharmacy will also enjoy significant profit rewards!

Hallmark Cards Program Features:

- 24 foot minimum footage requirement
- Central Bill through IPC
- Placement Allowance = \$1100
- Opening order reimbursement = \$125/linear foot
- Transition allowance = \$125/linear foot
- 4% Off- invoice discount
- 2% Prompt payment discount
- Fully returnable seasonal product
- Loaned fixtures (no charge to store)
- Volume Agreement

Why Choose Hallmark Cards?

- With Hallmark Cards you can rely on the strength of Hallmark resources.
- Wider product offerings that are Nationally Advertised!
- \$.99 value and premier Signature card offerings.
- Maximize your profits with Hallmark's great margins.
- Extraordinary top quality products with proven retail performance, continuous innovation and creative merchandising solutions will boost traffic and front-end sales.
- Hallmark product categories:
 - Cards
 - Books
 - Recordable Storybooks
 - Items from Disney, Mattel, Warner Brothers, DC Comics, DreamWorks, Pixar, NFL, MLB, NASCAR, Harley Davidson, Marvel, Peanuts and many others
 - Boxed Cards
 - Gift wrap
 - Platform Products (Jingle the Husky Pup, Blooming Sentiments, etc.)
 - Stationery
 - Gifts
 - Stickers

**For more information contact IPC Member Service at 800-755-1531
or Susan Brabant, Hallmark Sales Specialist at 816-274-8418.**