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
- Boxed Cards
- Stationery
- Stickers
- Books
- Gift wrap
- Gifts
- Recordable Storybooks
- Platform Products (Jingle the Husky Pup, Blooming Sentiments, etc.)
- Items from Disney, Mattel, Warner Brothers, DC Comics, DreamWorks, Pixar, NFL, MLB, NASCAR, Harley Davidson, Marvel, Peanuts and many others

For more information contact IPC Member Service at 800-755-1531 or Holly Burrows, Hallmark Sales Specialist at 816-545-6852.