



VALUE

Stock & Custom Frequency Cards

Frequency Cards are a great way to reward and encourage customer loyalty! Now you can offer your own specials to promote frequency in your store. These cards are themed for breakfast, lunch and dinner and can be customized to fit your needs.

STOCK PRICES

FREQUENCY CARDS

Qty	Total
500	25.00
1,000	35.80
2,000	59.80
5,000	107.20
10,000	159.60

Price includes typesetting.

Custom Cards

Need a different special? We can customize artwork for your promotion.

CUSTOM PRICES

CUSTOM FREQUENCY CARDS

Qty	Total
500	N/A
1000	72.00
Add'l 1000's	35.80 per 1000

2-Sided printing add \$35 for 1000 cards and \$12.00 for each additional 1000. Typesetting included.

Preferred Customer Card

48-184 PREFERRED CUSTOMER CARD	
Qty	Total
500	N/A
1000	72.00
Add'l 1000's	35.80 per 1000



48-132



48-156



48-165



48-167



48-176



48-177



48-196



48-181

Preferred Customer Card

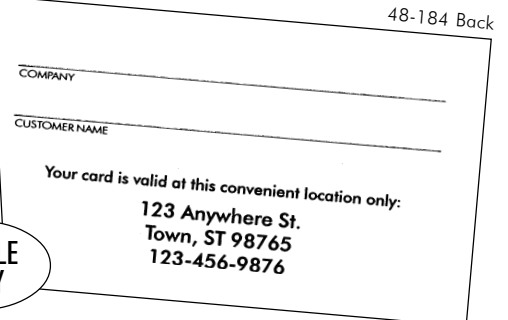
15% Off Anytime!

This card entitles bearer to a 15% discount off entire meal purchased at the IHOP Restaurants listed on the reverse side. Please present this card each time when ordering. This discount is available only to the cardholder and is not valid with any other special, coupon, discount or Kids Eat Free offer. Offer may be extended or terminated at any time without notice. Expires: 12/31/06.

Come hungry. **IHOP** Leave happy.

48-184 Front

SAMPLE COPY



All cards are 3 1/2"x2" with Blue & Red on Brite White Stock.

REV 7/06