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# PREMIER TELECARD PREMIER™



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EDITION

OCTOBER 1995

volume 3

number 5



*From the World of Fine Art...  
to the World of Telecards*



10>

*Picasso*





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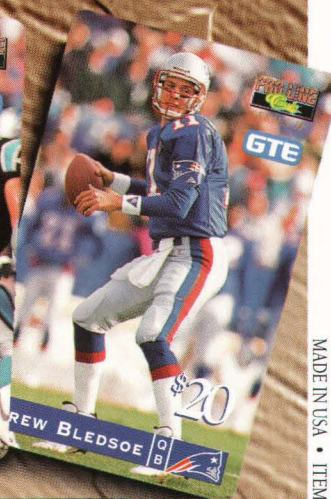
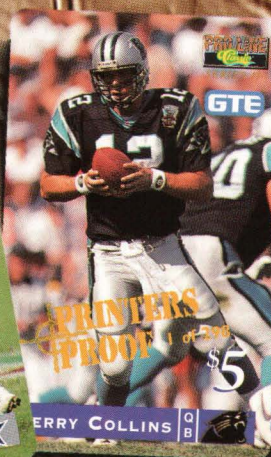
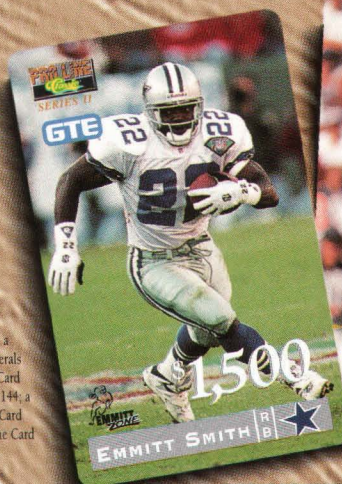
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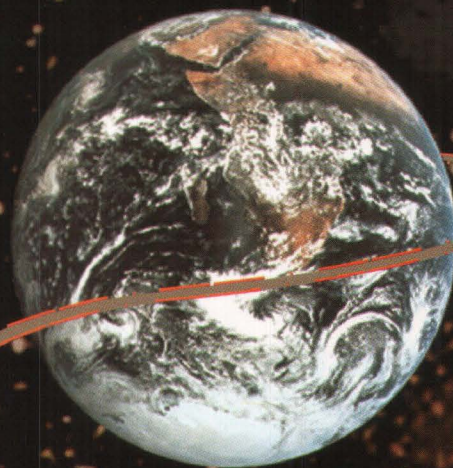
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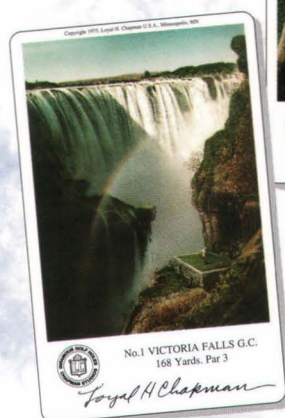
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# It's My Call...

## Getting the Word Out

The predicted pace of phonecard industry growth is apparently on target. I say "apparently," only because I am speaking strictly from a perceptual point of view here. (I'll leave the number crunching to someone else.)

Everywhere I go I see phonecards. My bank, my supermarket, my pharmacy and my car dealer all offer phonecards. I pour my morning cereal and out comes a Spree, Sprint Foncard. I use my ATM card and, as I wait to get my cash, the screen tells me how to get a free phonecard. I take a walk downtown and endless window signs beckon to me — We've Got Phone Cards! Ask About Our New Phone Card!

While eating my cereal a few weeks ago, I read an article in the local paper (The San Luis Obispo *Telegram-Tribune*) introducing a new Chamber of Commerce phonecard. My favorite neighbor has jumped on the bandwagon, and they've done it in style. I put in a call to the Chamber's Communications Director, Jennifer Peterson, and introduced myself as the editor of *Premier Telecard Magazine*. Ms. Peterson was as surprised to find a magazine about phonecards in her own backyard as I was to find a

phonecard at the Chamber of Commerce. I sent her a few copies of the magazine.

"Wow," she said, "and I thought we were really special. Look at all these beautiful cards."

Yes, Jennifer, there are a lot of phonecards out there, but that doesn't make the local Chamber of Commerce any less "special" for putting out one of their own. What makes a card like this so special is that it's intended for people who've never used a phonecard before. It can be purchased as a souvenir, as a gift for friends back home, or as a tool for the buyer's own personal phone-calling use. Unlike the average souvenir or gift, it is practical and its value as a collectible could well dwarf its original value as a calling-tool/souvenir.

The San Luis Obispo Chamber of Commerce card sells for \$20 and comes with 40 minutes of phone time provided by Call America. This promotional card features a crisp photograph of the Mission San Luis Obispo De Tolosa and the Mission Plaza fountain sculpture that greets visitors as they enter the heart of the city. The Mission was founded in 1772 and is the fifth of the famous chain of California Missions. The relaxing qualities of San Luis Obispo shine through in this wonderful photograph that truly captures the spirit of the city that residents call "SLO-Town." San Luis Obispo boasts a number of colleges including Cal Poly, great restaurants, knockout scenery and the Mission among its many attractive features. It's a fine place to go to school, a wonderful place to live, and a great place to visit — now it's one phonecard better.

Ms. Peterson's reaction to our magazine was pretty typical of the reaction among people first entering



the world of phonecards. It's like being overtaken by a wave you didn't see coming then being given the opportunity to ride that wave. *Premier Telecard Magazine* acts as a kind of surf board that helps you *maneuver* over rather than be *taken* over by the phonecard wave. The more people read *Premier Telecard*, the more they can truly enjoy this fabulous phonecard phenomena.

The people at The World of Coca-Cola realized this when they got together with BjE Graphics & Publishing to publish a special edition of *The World of Phonecards*. What better aid could there be to selling a phonecard than an attractive educational publication? BjE, USA Card, Univox and The World of Coke combined to put together this special edition *World of Phonecards* which is available at the World of Coca-Cola in Atlanta, GA. Both USA Card and Univox also have a number of the books and phonecards for their own distribution. (See page 26 for the full story on this very special edition of *The World of Phonecards*, and The World of Coca-Cola's latest phonecard releases.) Putting a copy of *Premier Telecard* or *The World*



of *Phonecards* into the hands of a new phonecard buyer is an ideal way to get the word out about the phonecard industry — a *special edition*, presented together with an issuer's card is a surefire way to assure repeat business.

## The Evolution of

Our new cover, first introduced in August, has now spread into the magazine. We bid a fond adieu to the old PT page-footer and say hello to our bold new look: **PREMIER**

Our evolution continues with some other improvements as well. Our introduction to the retail environment has brought with it two obvious changes to the front cover — our new bar code (UCB) and our new price. (Of course you didn't notice that.) The new price reflects *Premier Telecard's* dedication to a rapidly expanding retail distribution. Our formatting changes will expand as well, with a number of exciting new features set to be launched in 1996.

As we close the door on a fabulously successful summer, I wish you all continued success this fall. The word is out, and as always we're happy to be here to help spread it. **PT**

Enjoy!




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# Yoo-hoo, Cartoons Are On!

From the family room of millions of American homes you can hear the cry. A brother calls his sister, a sister calls her brother, parents call their kids — something's on the TV they're sure the absent party won't want to miss: "Yoo-hoo, cartoons are on!" (Okay, maybe they don't say "Yoo-hoo," but it's the thought that counts.) Now the cry can be "Yoo-hoo, cartoons are on phonecards!"

Challenged by the prospect of promoting a product with a wide cross-generational appeal, Yoo-hoo Chocolate Beverage Corp. is partnering with Turner Broadcasting System's Cartoon Network to offer free long-distance calling cards featuring Hanna-Barbera cartoon characters. For products like Yoo-hoo which appeal to "kids of all ages, collectible phonecards are a unique, non-traditional way to bridge the age issue," asserts Marilyn Grossman, Yoo-hoo Brand Manager.

"There's a real sense of nostalgia to the cartoon characters that the baby-boom generation will appreciate, while even young children today are comfortable picking up the phone to call friends or long-distance relatives," says Grossman. "Children will enjoy the characters, too."

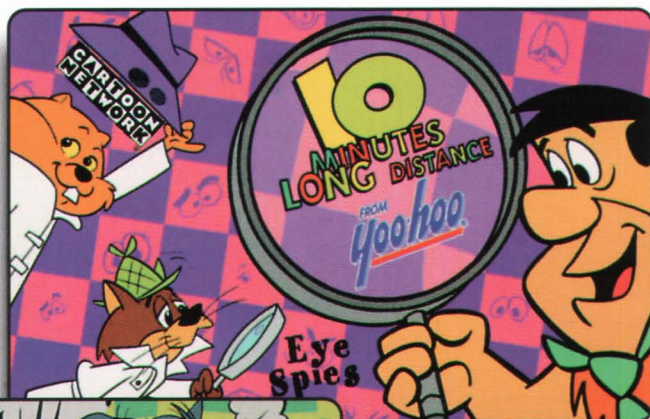
The cards offered by Yoo-hoo, "America's Favorite Chocolate Drink," depict some of the Cartoon Network's most popular characters, including Yogi Bear, Fred Flintstone, Scooby-Doo, Rosie the Robot and Space Ghost. Each card entitles the



holder to 10 minutes of free domestic long-distance telephone time provided by SNET. The cards were issued by Global Telecommunications Solutions (GTS) of Elmont, New York.

Yoo-hoo's Cartoon Network phonecards give children and adults alike the opportunity to own five limited-edition, one-of-a-kind plastic cards for a tiny investment.

The mail-in offer is being promoted on 250 million bottles, cans, drink boxes and chilled cartons of Yoo-hoo chocolate drink. Six proofs-of-purchase from any combination of Yoo-hoo packages and a \$1.50 postage and handling fee are needed to obtain a phonecard. Once consumers collect four cards, they



automatically receive a fifth card free.

The four primary cards in the series, each based on a popular cartoon theme are: "Eat 'n Run" with Yogi Bear, "Eye Spies" with Fred Flintstone, "Eek-a-Mouse!" with Rosie the



Robot and Space Ghost "Coast to Coast." A special fifth card, "Tooth 'n Nail" with Scooby-Doo, is available exclusively to consumers who have ordered all four cards. There is no additional purchase requirement necessary to receive this bonus card; it is mailed automatically. Yoo-hoo expects to distribute more than 50,000 phonecards in this promotion which began in August and runs through October 31, 1995.

For more than 70 years, Yoo-hoo has been America's favorite chocolate drink. An alternative to regular soft drinks, Yoo-hoo is cholesterol free, 99 percent fat free and 99 percent caffeine free. It also contains seven essential vitamins and

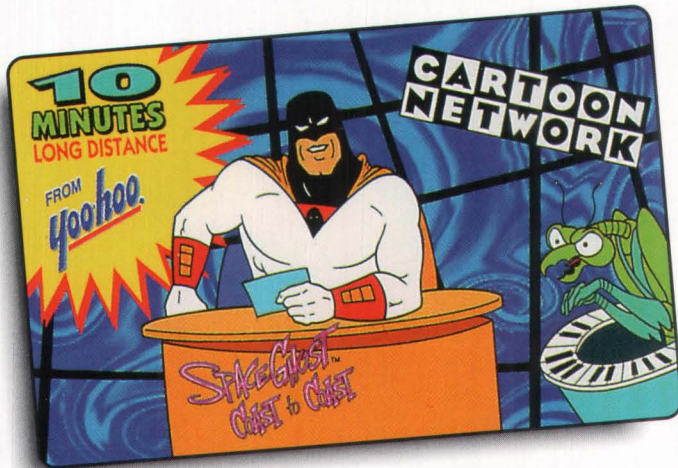


minerals. If you've never had a Yoo-hoo, you're in for a unique taste treat.

The Cartoon Network is a 24-hour basic cable service which features, you guessed it, cartoons. They offer the best in classic animation from the world's largest cartoon library and unique original shows such as *World Premier Toons*, *Space Ghost Coast to Coast* and *The Moxy Show*.

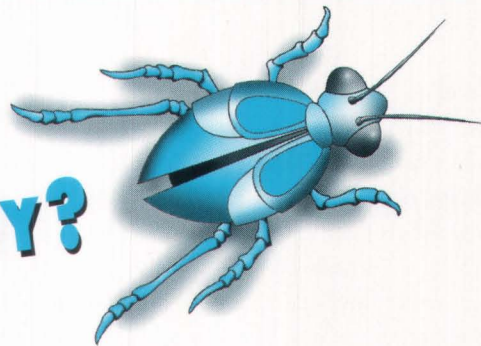
The promotional license for these phonecards was granted by Turner Home Entertainment.

GTS is located in Elmont, New York. **PT**



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# Ameritech Aims for the Masses

Ameritech has introduced a new prepaid telephone card, succeeding the Coin\$aver SM card as its flagship telecard product. (See *Premier Telecard*, June 1995, for the full story on the retirement of Coin\$aver.)

The Chicago-based telecommunications company mailed the new card, called the Ameritech Prepaid Phone Card, to about 500,000 households in eight cities in the Midwestern U.S. Each household received two "cold" cards — which are valueless until activated — in their monthly telephone bills. Customers activate the cards by charging \$10 to \$40 in value by using a commercial credit card. When the card runs low, customers can "recharge" it with another credit card charge.

Ameritech's card can be used from touch-tone phones in the U.S. and Canada to call anywhere in the world. Callers are charged 40 cents per minute for all domestic calls, while the price of international calls may vary.

Ameritech contracted with MCI and LDDS to handle long-distance calls. Callers pick which long-distance company to use by dialing their respective 800 number, provided on the back of the card. Ameritech handles local calls itself.

"We've capitalized on the valuable experience we got from our Coin\$aver card and developed a product that is easier to use," said Joseph Miller, director of prepaid marketing.

in the limited roll-out were: (in Illinois), Springfield, Peoria, Decatur, Champaign and a portion of Rockford; (in Wisconsin) Appleton, Green Bay and a portion of Milwaukee. In some locations, residents who activated one of their cards within three weeks of its arrival received three minutes of free phone time.

## When you carry this card you can always make a call!

### What is an Ameritech Prepaid Phone Card?

- It's a way to purchase calling time in advance.
- It can be used from any touch-tone phone, to call anywhere.\*
- Calls are charged at 40¢ per minute.\*\* That can add up to real savings on local and long distance calls.

### Why do I need an Ameritech Prepaid Phone Card?

- It gives you peace of mind, because you'll always be able to make a call.†
- You don't need to carry correct change — and there are no unexpected charges or monthly bills.
- It's great to carry in case of emergencies.
- The cards make terrific gifts — and they're fun to collect!

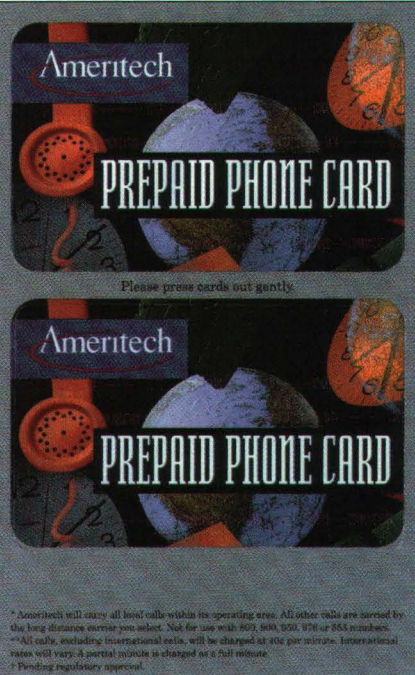
### Who should carry an Ameritech Prepaid Phone Card?

- Everyone! Especially
- Children — they'll never be left stranded and unable to call.
- Business people.
- People on the go, travelers.

### How do I use my Ameritech Prepaid Phone Card?

- Decide how much value to assign to each of your cards, from \$10 to \$40. The amount will be charged to your VISA® or MasterCard® account.
- To activate your card, call 1-800-604-CARD any day, any time and follow the simple instructions you'll hear (English and Spanish available).
- To make a call, follow the step-by-step instructions on the back.
- When you make a call, the time used will be deducted automatically from your card. Ameritech will tell you how much time you have left before each call.
- When the value on your card runs low, simply call 1-800-604-CARD to "recharge" it. There's no need to order a new card.
- IMPORTANT: Please keep your Ameritech Prepaid Phone Cards in a safe place. We cannot issue refunds for lost or stolen cards.

Start enjoying the convenience of your Ameritech Prepaid Phone Cards. Call and activate them right now!



"And we're putting the cards directly into the hands of our customers."

Unlike Ameritech's well-known Coin\$aver card, which still works, but is no longer being produced, the new card: — can be used at all touch-tone phones, not just Ameritech pay phones; — is priced at 40 cents a minute, rather than the same price as a coin call; — is rechargeable — callers don't need to get a new card; — offers callers one of two long-distance companies, rather than requiring them to designate one of about ten.

The new card uses the same 800 database platform as Coin\$aver. Customers simply dial an 800 number, then enter their account number and the number they want to call.

The eight markets involved

If the limited availability is successful, Ameritech plans to introduce the product to households throughout the Midwest, where the company currently serves about 12 million residential customers.

For this phone bill distribution effort, a total of 530,000 inserts were produced, each containing two cards. Produced by Moore Business Forms, each insert is made of laminated cardboard. The cards are distributed to collectors via Powell Associates and USA Card.

One of the world's largest communications companies, Ameritech provides a wide array of local phone, data and video services in Illinois, Indiana, Michigan, Ohio, and Wisconsin. The company is creating dozens of new information, entertainment and interactive services for homes, businesses and governments around the world.

Ameritech first tested a prepaid card in 1987 when Michigan Bell, a subsidiary, offered a 40-cent card on a college campus. Its Coin\$aver product was introduced in late 1993 and won first place at last year's CardEx trade show for its innovative use of technology.

PT

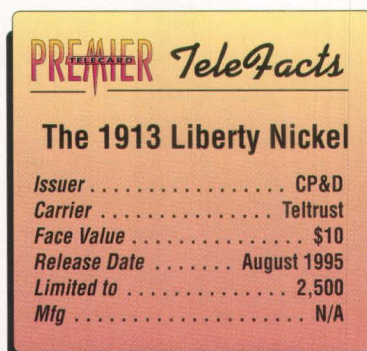


## 4,000,000 Coins, One Phonecard

The Professional Coin Grading Service (PCGS) unveiled the first of a series of prepaid phonecards featuring Great American Rarities at the American Numismatic Association's annual convention, August 16-20, 1995 in Anaheim, California.

The 1913 Proof Liberty nickel pictured on this card was the 4,000,000th coin graded by PCGS. It was submitted by Spectrum Numismatics International, a PCGS authorized dealership. The legendary 1913 Liberty Head Nickel (V-Nickel) is unrivaled as the most famous U.S. coin.

The phonecard, a "CP&D Foncard," which sold for \$10 at the convention, comes with 10 minutes of long distance phone time provided by Teltrust, Inc. In the past, CP&D Interactive Systems, Inc. of Atlanta has provided phonecards for a number of other organizations including the Chrysler corporation. **PT**



Nice, huh?

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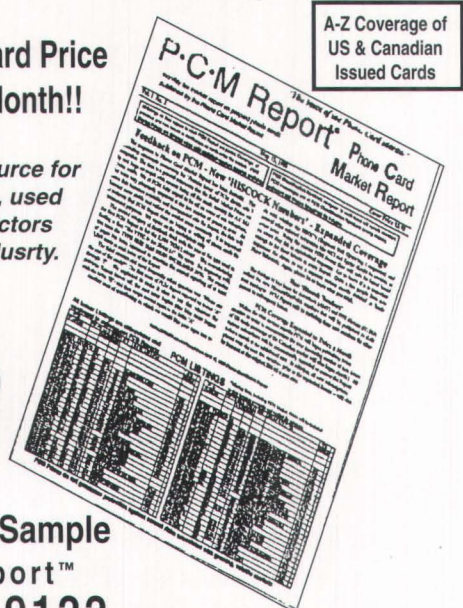
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## Tele-News Flash Shaq Stands Alone

Classic Marketing, Inc. made the call, and basketball sensation Shaquille O'Neal answered by becoming the subject of the company's first stand-alone phonecard set.

The recently-released, premier edition of the Shaquille O'Neal Stand-Alone Phone Card Set features colorful cards with face values of \$2, \$5, \$10, \$25 and \$33 (O'Neal's college uniform number), for a total of \$75 in phone time. Only 5,000 sets were produced. Each set is presented in a clear cellophane wrap, and is sequentially numbered to ensure its uniqueness.

The project is fully licensed by O'Neal and each card features Shaq's trademark "Dunk Man" logo. The set is available only at leading phonecard retailers and other hobby and specialty stores.

Classic Marketing is a division of The Score Board, Inc., a leading marketer and licensor of sports and entertainment related products. The company markets authentic autographed collectibles, trading cards, phonecards and other collectible products. **PT**



# A New Frontier

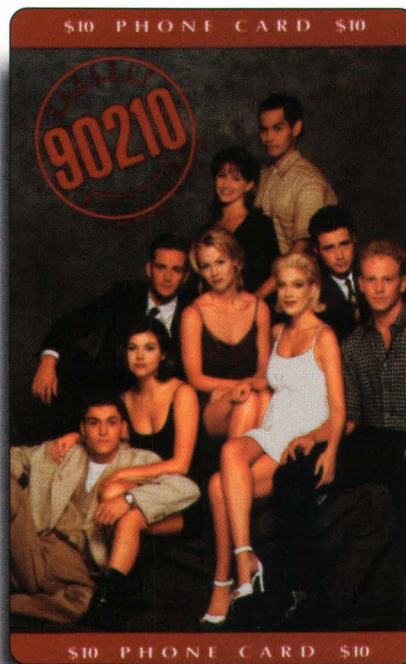
*Frontier Communications International, Inc. of Rochester, New York is the 5th largest long distance carrier in the U.S. today. So why have so few people heard of them?*

Frontier's principal lines of business are long distance services, wireless communications and telephone operations. They provide a full range of long distance, voice and data communications services throughout the U.S. and to more than 200 countries worldwide. Frontier Communications International, a subsidiary of Frontier Corporation (formerly Rochester Telephone Corporation) is now the fifth largest long distance carrier in the U.S., pending their merger with ALC Communications Corporation. The recent (January 1995) name change (from RCI long distance, a Rochester Tel Company) and pending merger help to explain Frontier's less than high-profile recognizability.

The company first entered the phonecard industry early in 1994 with the release of the Pronto prepaid calling card. They have been going strong ever since.

"We aim to be the leader in the phonecard industry," said Carolyn Culberson, Marketing Manager with Frontier. "[Frontier is] being extremely aggressive in pursuit of that goal. We offer a very customizable program for the premium incentive market. Our customers can customize graphics and voice prompts. We also have a flexible platform which can be customized as well. If a customer wants to integrate a sweepstakes, survey information, marketing research or other similar options, Frontier can do it for them."

Frontier's President is Dale M. Gregory. Mr. Gregory is the senior



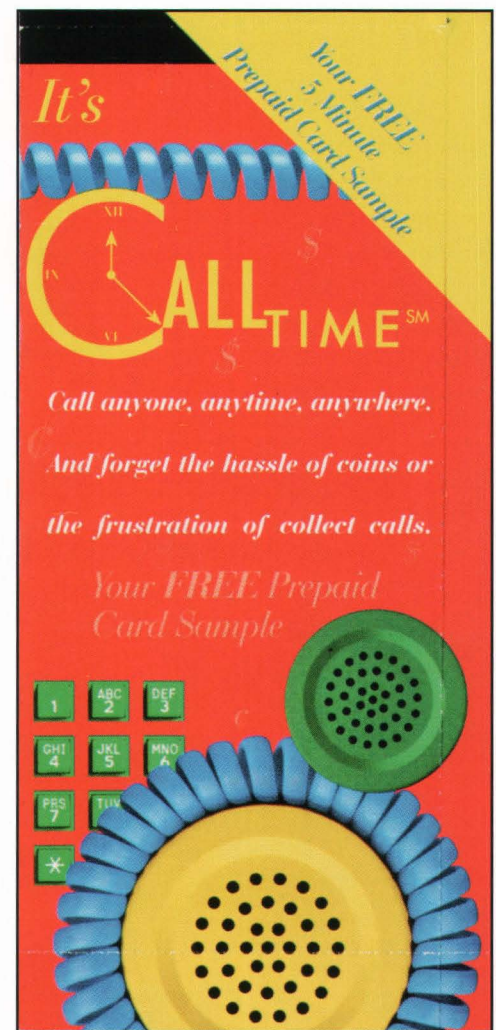
executive responsible for the management of Frontier Corporation's competitive enterprises in telecommunication services, including phonecards.

"Mr. Gregory joined Rochester Telephone in 1990 in a consulting role. In 1992 he was engaged as a full-time employee as president of the Telecommunications Group, responsible for long distance services, network systems and wireless operations," Culberson said. Gregory's impressive resume includes a 1985-88 stint as president and CEO of Microtel, a regional long distance company based in Florida. In 1988, Microtel merged with ATC, where he was president and chief operating officer until June of 1990.

Call Time, one of Frontier's most successful phonecard projects, was launched in early 1995. This phonecard is aimed primarily, but not exclusively, for the convenience store market. The Call Time phonecard is presented in a flat, sealed and perforated envelope that is torn open by

the end-user. "It's called dollar bill packaging," Culberson explained. "The package is the size of a dollar bill so store managers can keep them in cash drawers for security reasons."

In addition to the cards, Frontier has come out with an extensive array of effective point-of-purchase materials. Hanging mobiles, posters, counter top displays and "Take-One" brochures are among the myriad of attention grabbing displays promoting the Call Time phonecard. Texaco



Food Marts, Wilson Farms, Sugar Creek and Kerr Drugs are some of the better-known locations where the Call Time phonecard is available.

Frontier recently signed a two-year licensing agreement with 20th Century Fox Licensing for the phonecard rights to *The Simpsons* and *The X-Files*.




Another two-year agreement was signed with Hamilton Projects for Spelling Entertainment for the rights to *Beverly Hills 90210*, *Melrose Place* and *Models, Inc.* Multi-Media Promotions, Inc., an authorized Frontier agent, assisted in securing the latter agreement.

Each of these FOX network show phonecards offers unique interactive features for the end user. For those fans who want to stay connected to their favorite Aaron Spelling hit shows *Beverly Hills 90210*, *Melrose Place* and *Models, Inc.*, Frontier delivers an "earful" of information. Callers are able to follow the exploits of their favorite characters through news segments, interactive trivia games and special features like "Mel-opoly," a game which tests the user's knowledge of even the most obscure facts of Melrose Place. Each of these cards also features Fashion and Beauty Tips and Tele-Shop where callers get the opportunity to purchase program merchandise. Oh, and lest we forget, callers may dial anywhere in the U.S. and internationally to over 200 countries to use their phone time for personal or business phone calls. Enhanced services include voice mail, speed dialing, message delivery and information services.

*The Simpsons*' phonecards offer the following interactive features for "dudes" dialing in: *The Simpsons* Newsflash, an interactive game to enter Springfield and find Bart; Bart's "Heaven or Hell" game where callers are asked a number of humorous multiple choice questions and Bart determines whether the player is going to "Heaven" or "Hell"; and "Wake Up Dude!," a wake-up call from Bart Simpson that can be received by request.

*The X-Files* cards also offer news, trivia, interviews and shopping services as well as the standard, high-quality Frontier long distance and enhanced services.

When it comes to cutting-edge interactive technology and full-service telecommunications, Frontier is top-notch. It will not be long before the 5th largest long distance carrier in the U.S. is as well known as they are well-placed. **PT**



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# Hope Through Research

Imagine not being able to hold your child because of the pain and suffering your hugs will cause. Imagine a child who will never know what it is like to run, skip or jump, or to play games with other children because the slightest physical contact will injure his or her skin. Worse yet, picture an infant who cannot crawl because he has blisters forming on his hands and knees, or picture a child who cries each time she is bathed because the water touching her open wounds hurts her.



*Left to Right: Dr. Lawrence H. Miller, Chairman of D.E.B.R.A.'s Scientific Advisory Board; Faith Daniels, President of D.E.B.R.A.; and Jean Claude Gaugy, Artist*

hundred times. Imagine blisters all over your body, inside and out; blisters that don't heal, but keep coming back until they are replaced by scar tissue that causes your fingers and toes to fuse together and your throat to close. Imagine that you, your child, or some other loved one faced a lifetime of such pain, disfigurement and disability.

That is the life of someone born with Epidermolysis Bullosa (EB). Each year in the United States thousands of babies are born with this rare inherited disorder. Until a few years ago, very little was known about this devastating and incurable disease. Many families found themselves unable to cope and did not know who to turn to.

Today, while there is still no cure for EB, the outlook is growing brighter. A small group of dedicated scientists have obtained some promising results, but making new discoveries that can lead to a cure requires a sustained effort.

D.E.B.R.A. (the Dystrophic Epidermolysis Bullosa Research Association of America, Inc.) is the only national not-for-profit organization working to cure EB, to promote research, education, and advocacy, and to provide services and support for people with EB and their families.


D.E.B.R.A. has issued a phonecard to help raise public awareness of EB. The card features a three panel detail from an extraordinary mural by Jean-Claude Gaugy: "Do You See Me?... A Naming Close to Paradise." The mural was unveiled at the Hanson Gallery in the heart of New Orleans' French Quarter in February 1995. D.E.B.R.A.'s President, Faith Daniels, and Executive Director, Miriam Feder, were on hand at the reception which was well-attended by members of both D.E.B.R.A.'s Scientific/Medical Advisory Board and Board of Trustees as well as prominent physicians, researchers, American Academy of Dermatology members and their guests. D.E.B.R.A. plans to appropriately situate and dedicate the mural as a highlight of its 15th anniversary campaign.

The D.E.B.R.A. phonecard sells for \$50 and offers 156 minutes of phone time provided by TCI (Telecard International) of Orlando, FL. The card expires after 6 months of non-usage.

At least 100,000 Americans, mostly children, are known to suffer from EB. Thousands more are expected to have the disorder. The fatality rate for those who suffer is high. By purchasing a D.E.B.R.A. phonecard you will not only be adding a new artistic

phonecard to your collection, you will be helping to find a cure for this most debilitating disease.

D.E.B.R.A. was started through the dedication of Arlene Pessar, RN, whose child was born with EB. Ms. Pessar began by sending letters to nursing journals asking for information about the disease. With the information she received, the first fact sheet was published. That first newsletter reached approximately 100 families — today's goes out to thousands of people worldwide. In the years since, D.E.B.R.A. has been one of medicine's great organizational success stories. Among other accomplishments, the organization has sponsored and co-sponsored national and international workshops and symposia on research and treatment, bringing experts from around the world to discuss the latest advances in the fight against EB. Members of D.E.B.R.A.'s Scientific Advisory Board isolated the genes for two forms of EB in 1992 — since then researchers have made major breakthroughs in EB research.

*For more information on the Dystrophic Epidermolysis Bullosa Research Association of America, Inc., and the D.E.B.R.A. phonecard, call (212) 693-6610. *



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# Use of the Prepaid Phonecard Internationally (Part 2)

by Max Erlichman

In "Use of the Prepaid Phonecard Internationally (Part 1)" (*Premier Telecard*, August 1995, p. 16), Max Erlichman examined some of the reasons behind the general public's acceptance of phonecards overseas. "With the exception of the U.S." Max wrote, "in practically all other countries one single entity runs the telephone and telegraph operations." Usually, he pointed out, that entity is the government. This made the early introduction of phonecards in most other countries an easily marketable idea. In the U.S., the lack of a national phone company has made the task of introducing prepaid phonecards much more difficult. In this issue, as promised, Max takes a closer look at some of the other things that are slowing the public acceptance of phonecards in this country.

There are several major and minor obstacles obstructing the introduction of a national USER phone card. Let us look at some of them:

## Phone now, pay later!

One of the difficulties facing the birth of a U.S. or a national USER prepaid phonecard is the fact that we have grown up in a society that is used to paying for Services Rendered!

With few exceptions, we are apt to buy and use what we want and... pay for it later. We have had credit cards for ages. Even in the era where the only card associated with the telephone was the "Calling Card," we placed the call and paid for it later.

It is 1992. Squarely in contradiction of all the laws and rules we have lived by, along comes a little card, 3 3/8 inches x 2 1/8 inches, that allows us to talk on the phone for an hour or

half-an-hour (or whatever length of time is indicated on the card) and we are expected to pay for it up front. And worse yet, we don't even know when we'll be using it!

To get the public to break with such a deeply ingrained part of our cultural and national upbringing is not going to be easy.

The reason most people in this country do not buy prepaid phonecards is not because they consciously pause and think "Hey, I never pay first before I make a call." That's not it. The search for the means to pay for a phone call is only triggered at the time we NEED to make a call. Placing a call is not a daily recurrent item in our life like the sun rising or paying for the bus to work (with a Monthly TripCard) or paying a daily bridge-toll on the way to school (with a monthly CrossingCard).

The purchase of a prepaid phonecard is an action that only becomes of any import, when we need to make a phone call and not when we wish to place a call. When we do not have the need to call, the telephone is an optional tool. It becomes a necessity when we do need to place a call. We do not offer a prepaid phonecard for sale when the party needs to place a call.

How many people will think before leaving home in the morning: "Now, in case I need to make a phone call, I better put a quarter in my purse or pocket." As very few people do so, that is when we ask the party in the phonebooth or the one next in line or in the drugstore across the street or even a passerby: "Do you have change for a dollar, please?" We are much more comfortable in such situations paying one dollar for three quarters to be able to make that call than paying

\$5 up front for a card, with which we can place three calls for that same one dollar bill. But later! How then do we convince the consumer that it is all-right to carry a PhoneDebitCard even if the calls are paid for maybe a week or a month before they are made? What will convince the consumer that it is very convenient to have such a card?

The phone call can be considerably less expensive. Unless of course one pays \$35 for a five minute "collectors" card.

The card can be used at all times, under almost all circumstances and from any touch-tone phone. The card lends itself ideally to be given as a gift. It allows the parent to control the phone allowance for their college bound son(s) or daughter(s), etc. The businessman or businesswoman can save a considerable amount when using such a card on the road, especially from the hotel. The point is, I personally have used such a card for over eleven years and consequently know its advantages. The only way I see to make somebody else a USER is to have him or her get to know the convenience-factor.

But getting John or Jane Doe to BUY a prepaid phone card to get to know the advantages first hand is the first major handicap. Let us then find a way to GIVE him a prepaid phone card. Let the recipient use the card and be convinced of its advantages. The proof of the pudding lies in the eating. How about using a free, ten minute corporate promotional card?

If we give the service, a clear line, the customer service (s)he deserves, a 99.9 percent completion rate, no constant busy signals, be satisfied with a long term, equitable and fair profit factor, and eliminate the "greed" factor, then (s)he will use the card, and come back. And the consumer wins, and what's more, we ALL win.

*(Sprint's new Spree phonecard cereal box giveaway may go a long way toward proving Max right. Also see page 10 of this issue of Premier Telecard for Ameritech's latest phonecard — another example of a step toward educating the general public. - Editor.)*

Max Erlichman was formerly databank manager, TeleTicket, AT&T. Today, he is a consultant with Fone Cards International, a Sunnyvale, California based consulting firm. He can be reached at (408) 773-9370. **PT**



# Remember Pearl Harbor

In 1994 the United States Postal Service and President Clinton, under pressure from the Japanese government, agreed not to allow a postage stamp depicting the dropping of the A-bomb on Hiroshima to be issued. The proposed stamp was to have been captioned: "Atomic bomb hastens war's end."

The idea was to commemorate the bombing of the Japanese cities of Hiroshima and Nagasaki. These bombings wreaked a horrific death toll on Japan and did indeed hasten the end of World War II. Many Americans today look at these war-ending events as a low point in American history, but many others feel the bombings saved more lives than they took. How many lives would have been lost if the U.S. had been forced to attack Japan's mainland? Some experts estimate millions.

The U.S. government's decision to stop production of the stamp was met with an outcry from many veterans who felt the Japanese government was dictating the U.S. position on the stamp, and in the process distorting history. Many people feel the American decision to drop an atomic bomb on Hiroshima and another on Nagasaki three days later must be seen in its historic context as a

direct result of Japan's decision to bomb Pearl Harbor. Their thinking is that the blame for the hellish destruction caused by the bombs must lie not so much with those who used it as with those who created the situation in which it seemed the lesser of terrible evils.

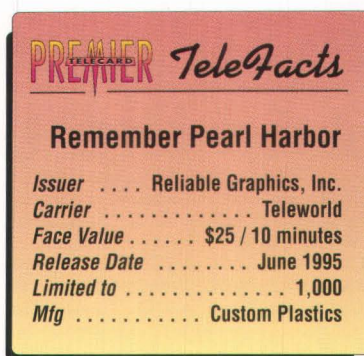
Jerry V. Herr of Reliable Graphics, Inc., took it upon himself to create an envelope seal to protest the Postal Service decision to forego production of the A-bomb stamp. The seal has met with tremendous approval from veterans and veterans' groups throughout the country. Copies of the seal will be placed on permanent display at the USS Arizona memorial at Pearl Harbor; they are also part of the Lillian Baker WW2 collection at Stanford University. Herr dedicated his seals to "all of those who served, fought, were wounded, were P.O.W.'s and those who died for our country."

"The United States Postal Service has issued a number of stamps depicting U.S. military defeats, including a 1990 stamp that showed the ships burning at Pearl

Harbor after being attacked by the Japanese," Herr said. "The A-bomb shows a U.S. military victory."

The tremendous success of the "Remember Pearl Harbor" envelope seal has led to the creation of a limited edition prepaid phonecard. Only 1,000 numbered cards have been produced. The card features the same graphics used on the seal with additional lines of text added on both sides. One line identifies the phonecard, the other notes that 1995 is the 50th anniversary of the Hiroshima and Nagasaki bombings.

Whether you agree with the politics or not, this card is sure to become a sought-after collectible. **PT**



# How are Things Back in Memphis?

VIP passengers on Northwest/KLM's inaugural flight from Memphis, Tennessee to Amsterdam got more than just free food and drink as part of their flight package. They also received a free \$100 phonecard from ATS.

To commemorate the June 27th flight, ATS produced a beautiful, long distance prepaid calling card for selected passengers to use once they arrived in Amsterdam. The cards feature a photographic illustration of the Memphis Skyline and the Pyramid on one half, blending into a series of rustic windmills on the other half. Each card is programmed for \$100 worth of long distance time, and can be used to make calls from Amsterdam to anywhere in the U.S. The card was designed by Walker & Associates of Memphis.



"Everybody wants to call home when traveling to check in and let their families know they've arrived. We wanted our local Amsterdam travelers to be able to call home to Memphis," said Timothy Whitehorn, President of ATS Network Communications. "What better way than a great collectible, commemorative card that really provides a much-needed service?"

Ninety passengers, 30 in business class and 60 in coach, received the cards as part of their inaugural flight gift bag. VIP passengers on the flight included Tennessee Governor Don Sundquist, W.W. Herenton,

Mayor of Memphis and Shelby County Mayor Jim Rout. Pat Kerr Tigret, General Chairperson of the inaugural flight committee was also on board.

The 90 donated cards are part of a total run of 300 Memphis to Amsterdam phonecards. The additional cards, produced to meet the demands of the growing number of phonecard collectors worldwide, are available to the public at \$100 each.

ATS has created a remarkable array of phonecards for Chevrolet, Jimmy Dean, Hammermill Papers, Cleo, the Memphis Convention and Visitors Bureau and many others. Most recently ATS developed a "Forrest Chump" card, the first in a series of cards featuring the clever work of Michael P. Ramirez, the 1994 Pulitzer Prize winner for editorial cartooning. That card and many others were featured on page 34 of the June 1995 issue of *Premier Telecard*.

ATS Network Communications, Inc. is the long distance carrier affiliate of ATS Telephone & Data Systems, Inc., which has its corporate headquarters in Memphis. ATS is currently the 8th largest interconnect company in the United States. **PT**



# Interactive Telecard Services and the ITS Supercard



Albert L. Weintraub, Esq.  
ITS Chairman of the Board.

Interactive Telecard Services (ITS) of Coconut Grove, Florida is an industry leader in the manufacture of premium and incentive prepaid telephone cards. ITS is a total marketing company, not just a long distance provider. They develop comprehensive, customized phonecard plans for companies to address their specific marketing needs and meet their specific communications goals.

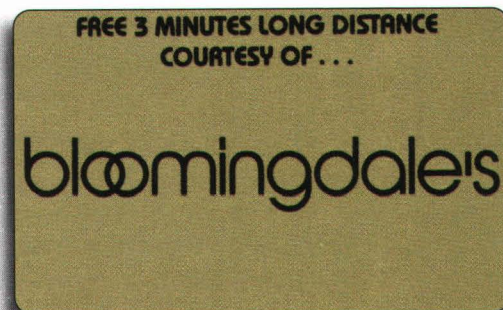
In July 1995, ITS announced the appointment of Albert L. Weintraub, Esq., as Chairman of

the Board. Mr. Weintraub, a founder and former director of WorldCom (formerly Microtel/ATC/LDDS/Metromedia), the fourth largest provider of long distance and data services in the U.S., is widely recognized in the telecommunications industry as having been a leading advocate of the AT&T divestiture. That 1984 divestiture eventually led to the multilateral growth of the telecommunications industry. Under Mr. Weintraub, ITS has a solid foundation of resources,

including the very best people from the fields of telecommunications, computer applications, systems management, design, marketing and financial management. ITS produces the ITS Supercard, aimed at

both large and small businesses that want to utilize prepaid calling cards as a marketing tool for promotions and incentives. The ITS Supercard enables users to place domestic and international calls from any touch-tone or cellular phone in the U.S.

The Supercard guarantees that customers will hear an 8-12 second customized market-



ing message every time they place a call through the Supercard. As such, the Supercard marketing message acts as the gateway to the consumer's free long distance time. Supercard features include a free 24-hour help line, customized voice advertising played to every caller, customized graphic design, consumer polling options, and user instructions available in 20 different languages. The card can be "re-charged" by the consumer by using a major credit card for additional long distance calling time.

## ITS's Strategy for Success

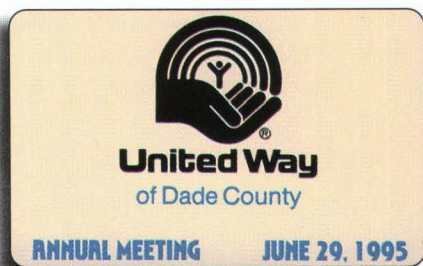
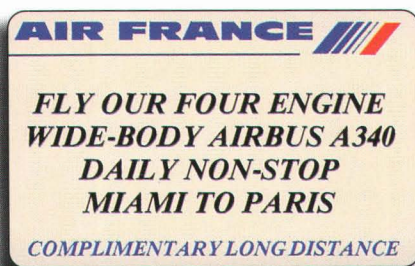
When the Burger King Corporation came to ITS they needed an innovative marketing concept to promote their signature WHOPPER® Sandwich. Burger King's end goals were to increase restaurant traffic and subsequently to increase sales of the WHOPPER® Sandwich by disseminating the following marketing messages:

**Taste:** Burger King restaurants have bigger, better tasting burgers that are flame-broiled.

**Value:** You Get Your Burger's Worth at Burger King.

**Flexibility:** You always HAVE IT YOUR WAY® at Burger King.

ITS developed a multilateral marketing approach using its prepaid telephone calling







card as the vehicle for Burger King's marketing messages. The strategy was to create a special Burger King calling card with free long distance calling that would be distributed in cleverly devised radio promotions throughout the country. The card would contain marketing messages on both an audio and a visual level, and would be the most cost-effective solution for Burger King's marketing needs.

On a visual level, ITS prominently displayed the company and product names, the company logo and the company slogan on the front of the card. The card featured a crisp photograph of the WHOPPER® Sandwich, as well as the Burger King brand name and bun-halves logo and the Burger King "Get Your Burger's Worth" slogan.

On an audio level, ITS developed a customized advertisement for Burger King that would be played to every caller using the card. ITS kept the message brief so callers would not find it distracting, but nevertheless conveyed the three key elements of Burger King's marketing effort: that Burger King provided customers with taste, value, and flexibility.

The cards were distributed to consumers through nationwide radio promotions. Callers to a station who could identify a DJ's favorite WHOPPER® toppings were given ITS's special Burger King calling card with 60 minutes of free long distance calling, packaged in a matching WHOPPER® wallet.

The promotion was an overwhelming success both for Burger King Corporation and its customers. The company was able to surpass its marketing goals for this promotion: the ITS calling card conveyed the compa-

ny's marketing messages on many levels at lower than expected costs. In addition, Burger King customers were elated because they received a substantial amount of free long distance calling, an item with universal appeal and a high perceived value.

The Burger King success story is just one of many on ITS's impressive resume. The projected 1995 sales for this industry giant top \$3 million. ITS clients include Air France, Proctor & Gamble and United Way, as well as Burger King Corporation. Large or small, ITS has a sure-fire promotional success strategy for any corporation looking for great exposure and real value.

ITS and ITS affiliate companies, Ready-Card International and In Time Publishing Inc., are based in Coconut Grove, Florida. **PT**

## This Phonecard was worth \$5 in 1993 today it's value has grown to \$35

*The magazine that started it all in July 1993*

**The World's 1st Telecard Calendar**

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- Premier's super collector phone card album & kit includes all the above only \$49. Total Value \$155 (great for beginners) Includes 10 collector cards worth \$100. Phonecard album, plus a lot more!

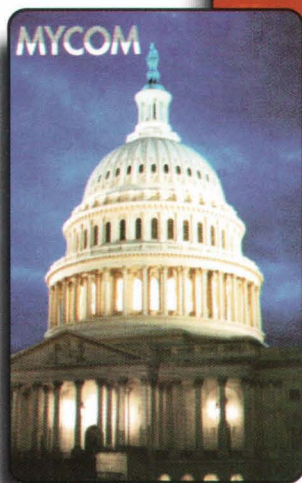


# The Card Makers Revisited

by Sean McElhiney

In the August 1995 issue of Premier Telecard, I took a closer look at the manufacturing end of the telecard industry. This unsung industry segment is often hidden behind the higher profile issuers, telcos and subjects which populate a phonecard.

Though often unseen, the phonecard manufacturer is responsible for the look and feel of the finished product. As you know, a phonecard can be something as simple as a piece of cardboard with a number on it, or it can be an eye-catching piece like a backstage concert pass, a dog tag, a coin or a highly artistic multi-colored plastic card. In the end what is impor-



ALLEGHENY

business in mind, for months and years to come. Allegheny is dedicated to supplying the same level of artistic care to printed plastics that our customers and clients do in managing their business."

Allegheny Printed Plastics, based in Cranberry Township, Pennsylvania, has been producing overlaminated printed plastics for 59 years. This company, originally in the business of laminating charts for government use, has gravitated to manufacturing high-quality, four-color process cards for the telecommunications, health care, financial and advertising specialties industries.

Allegheny offers 12 stock card colors and a wide selection of imprint colors. There is no price increase for special colors or color matches. In fact, the majority of phonecard work is done in the four color process. "We can mix ink to attain practically any color," noted Russ Herman, Division Manager. Allegheny has recently invested in a state-of-the-art electronic pre-press system called an image setter. This new system gives the customers the option of submitting their artwork on a floppy disk or a Syquest disk.



tant is that the issuer and subject of a phonecard be completely satisfied with the product they are offering.

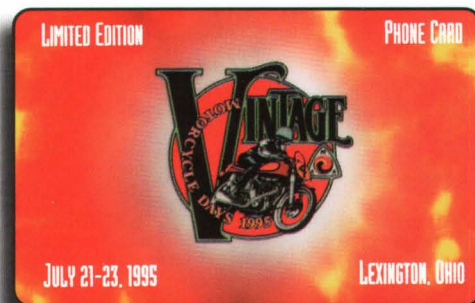
"To our customers' clients, it's not just a plastic card," says Chaz Parker, Manager of Marketing and Sales with Allegheny Printed Plastics. "It's the company's image in the marketplace. It's the piece customers will keep and carry, using it with their client's

The new system complements Allegheny's current Power Macintosh system. Although 75 percent of the company's orders include camera-ready art, Allegheny offers services from minor touch-ups to complete development to insure customer satisfaction. Standard delivery time is three to four weeks from approval of art, but rush jobs are dealt with individually.

Due to the explosion of growth in the phonecard industry, Allegheny has dedicated significant resources to new equipment and leading-edge technologies. In addition to the image setter, investments in presses and card processing facilities has enabled Allegheny to enhance and increase capacity. The company has recently purchased a device to allow for in-house PIN and bar code application.

SSI Custom Data Cards of Edmond, Oklahoma bills itself as the only telecard manufacturer with a five year warranty on all plastic cards. SSI's 26 year history of producing intelligent, high-security plastic cards and badges led to the development of the Security Pack, a laminated carrier designed specifically for the telecard industry.

The new and unique appearance of this alternative package eliminates the need for scratch-off, attachment to carriers and concern for the safety of each card's PIN. The Security Pack is produced in three sizes: Card (2.5" x 3.75"), Currency (2.5625" x 6.25") and Display (5.5" x 7.75"). Four color process printing is



MARK ONE

available as are special sizes, die-cuts and display options. The telecard is laminated to the pre-designed board, increasing the beauty of the encapsulated telecard. A perforated area on the back allows for easy removal of the card.

Mark One Digital Offset of Dallas, Texas has been providing full service printing to its loyal customers for 17 years. Their in-house art department, 5 color Heidelberg press and committed customer service representatives insure a successful printing experience.



A new department targeting short run digital printing has just been completed at Mark One. "Never before has this industry had the opportunity



#### MARK ONE

to expand its markets to attract companies in need of short run debit phonecards," said Mark Demarest, Mark One Vice President, Operations. "The newest services provided by our company will allow 'one stop shopping' for all components for the creation of short run phonecard products. Our full services include: full design, Digital Printing and supplying the PIN numbers with full tariffed competitive rates."

Mark One's four color digital press also allows them to include 4 color artwork on the backs of all the phonecards they manufacture.

Manufacturers often go unnoticed on a finished phonecard — that is apparently fine with them. As long as industry players keep in mind that the constant dedication and creative innovation of the card makers is a major part of the success of phonecards. After all, everyone who has ever held a phonecard is a manufacturer's customer. **PT**

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# More Than Just a Pretty *Picasso* Face

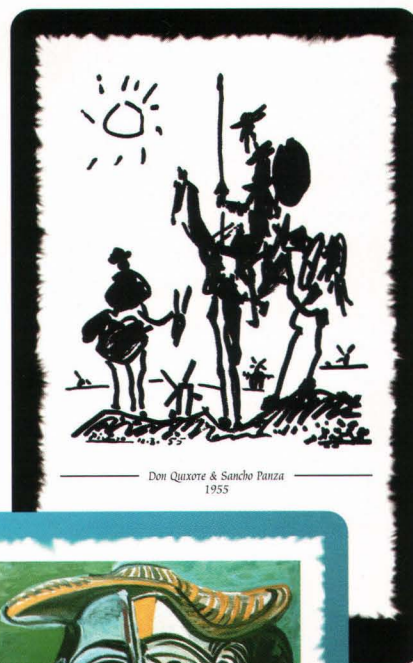
Provident Worldwide Communications, Inc., a one-and-a-half-year-old, Minneapolis based company, is quickly establishing itself as one of the premier phonecard providers in the U.S. today — thanks in part to the company's beautiful Picasso telecards.

"Picasso's family representatives have approved each and every image we have reproduced, right down to the accuracy of color quality," said Provident President, Kevin Pollari. "That means the artistic integrity of each card is connected directly to the succession of Pablo Picasso. The cards are protected by SPADEM©, a worldwide licensing agency based in Paris.

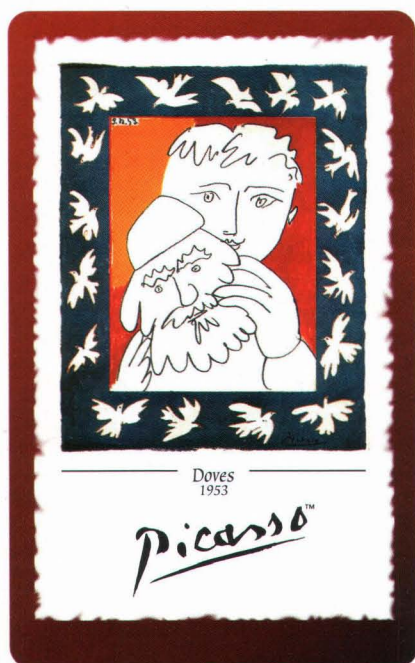
Serious collectors will value the strict documentation of each card, while the sheer beauty of the cards will appeal to other buyers. Pablo Picasso has been described as the "most important artist of the 20th Century." Among over 60,000 works of art produced during his lifetime, large numbers of paintings are familiar to even the most casual art enthusiast. Among Picasso's more widely recognized works are his "Don Quixote and Sancho Panza," "The Woman with a Yellow Hat" and his "Bullfight" paintings.

This fall, several high-profile events are generating a high level of interest in Picasso and his art. In September, production began on a major motion picture, "Surviving Picasso," starring Anthony Hopkins. In October, Norman Mailer's latest book, "Portrait of Picasso as a Young Man," is scheduled for release and a guaranteed spot on the best-seller list. (The prolific Mr. Mailer is planning a high-visibility publicity tour.) Also, during the upcoming holiday season, shoppers will be introduced to "The Picasso Collection," an extensive line of clothing and soft goods which will be sold by the top retailers in the U.S. To top it all off, in 1996 a major show of Picasso art will tour U.S. museums to further add to this imminent "Picasso-mania."

Provident is releasing their Picasso phonecards on a broad-scale, limited edition basis. The Picasso "Gallery Collection" cards will be limited to 5,000 numbered pieces per image. The Gallery Collection to date includes a four-card "Bullfight" series and a set of four "Picasso Women" cards. These cards sell for \$15 each or \$55 for a set of four. Each card has 15 minutes of phone time provided by Ascot, Inc. utilizing AT&T 800 Access. The "Retail Collection" will be numbered and limited. (Total quanti-

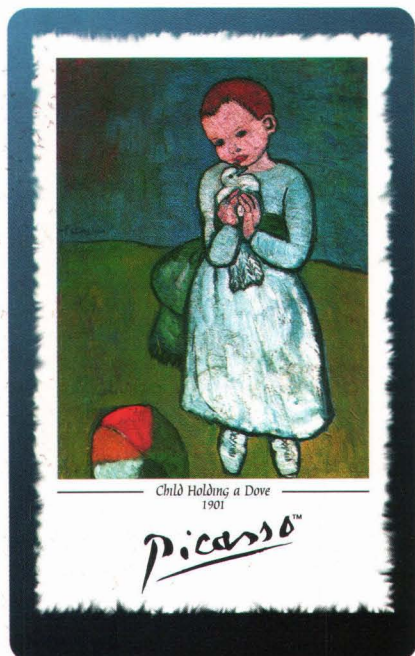


Don Quixote & Sancho Panza  
1955



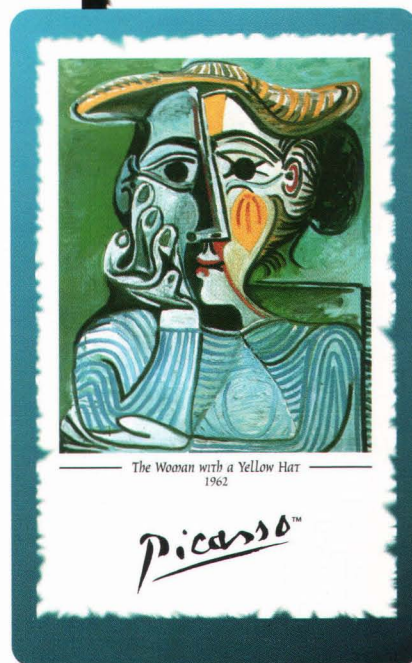
Doves  
1953

*Picasso*™



Child Holding a Dove  
1901

*Picasso*™



The Woman with a Yellow Hat  
1962

*Picasso*™

ties to be announced at a later date.) The Retail Cards include the "Don Quixote and Sancho Panza" image, "Doves," "The Woman with a Yellow Hat" and many more. These cards sell for \$10 each and come with 10 minutes of phone time. The "Masterpiece Series" includes no more than 1,000 cards per image. These cards sell for \$50 each and come with 50 minutes of phone time. Included in this series are the paintings "Two Women Running on a Beach," "Child Holding a Dove," "Les Demoiselles d'Avignon" (an art-lovers' favorite) and more.

In addition to the incredible excitement generated by the introduction of their exclusive licensing arrangement with Picasso, Provident is very busy with other cards. "Collectible art cards are very important to us," Pollari said, "but business and promotional cards are still an essential part of our daily activity.



"Some of our best projects have been with long term clients," Pollari said. That includes very successful incentive programs for Jenny Craig Weight Management, FirStaff, and an ongoing retail program with Super 8 Motels.

Provident produced a phonecard for the Walker Art Institute of Minneapolis. The card features a recreation of Franz Marc's "The Large Blue Horses," Walker's signature piece. This card is being sold at the Institute's gift shop as well as through Provident's dealer network.

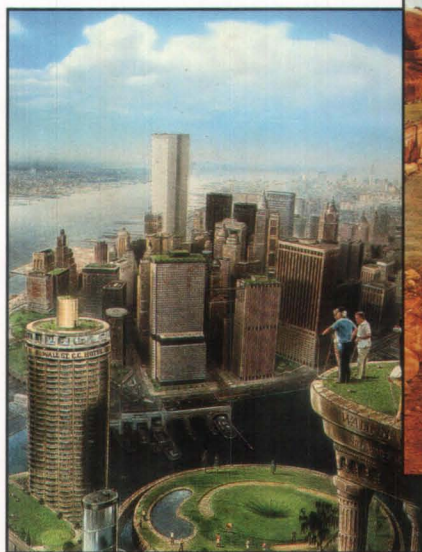
The Minnesota Sun newspapers, a large group of suburban papers, uses Provident phonecards as subscription incentives. The phonecard, Provident taught them, could be sent out with coupons and other promotional offers and actually make money for them while supplying customers with free phone time and a unique collectible. Part of the pitch that won over the newspaper group was a radio campaign in which the two media outlets traded out time and space with the phonecard as a premium and centerpiece.

Another radio deal secured by Provident is a fund-raiser with KBEM, a public jazz station owned by the Minneapolis Department of Education. Provident created a combination membership/phonecard for KBEM listeners. The "listener advantage" card has been a successful incentive for the station and another wonderful way for Provident to spread the word on phonecards.

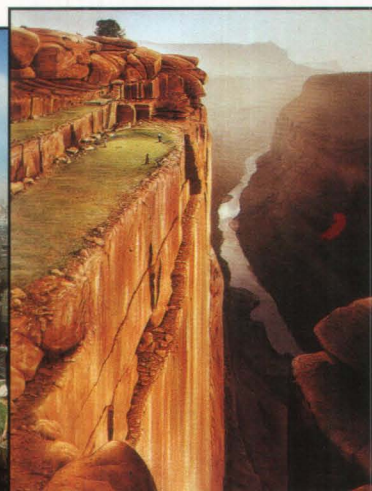
For their own enjoyment, and to pull in another segment of the collector population, Provident Worldwide has created "The Provo Man" series of phonecards. The company's talented in-house artists have put together a limited four card set featuring their own super-hero and his "leggy, beautiful companion." "The Provo Man is cosmic!" Pollari raves. "These are outer space, comic book heroes extraordinaire." The Provo Man cards will be limited to a maximum of 5,000 numbered pieces per design.

Another soon-to-be released Provident phonecard set of great interest to collectors (and golfers!) is Loyal H. Chapman's renowned "Infamous Golf Holes." This 18 card set, limited to 10,000 per design, will be available in time for the Holiday season. The paintings reproduced on these cards are of mind-boggling fantasy golf holes. Loyal Chapman would have you believe you really can hit a golf ball over Victoria Falls (168 yards, par 3) or through a redwood forest (535 yards, par 5). These cards are a great gift for any golfer — especially those who have never "met" a phonecard.

More Provident phonecards are in the works, including a recently completed deal to reproduce the University of Minnesota's Gopher mascot, and a series of Monster Truck cards. Look to *Premier Telecard* for further information on these cards as it becomes available. **PT**



No. 17 Wall Street G. & Cricket C.  
85 Yards. Par 2



No. 4 Grand Canyon C.C.  
287 Yards. Par 4

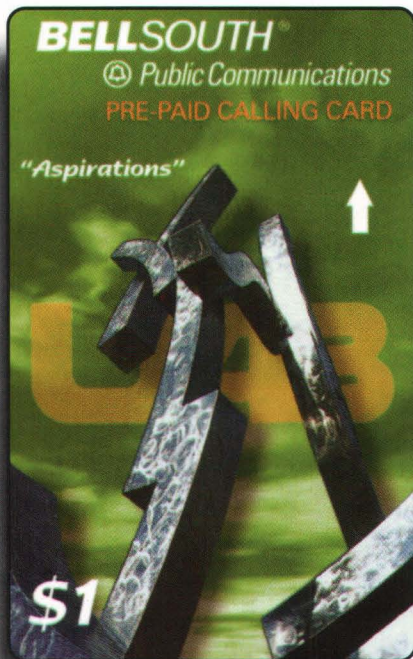


PERSONAL WEIGHT MANAGEMENT

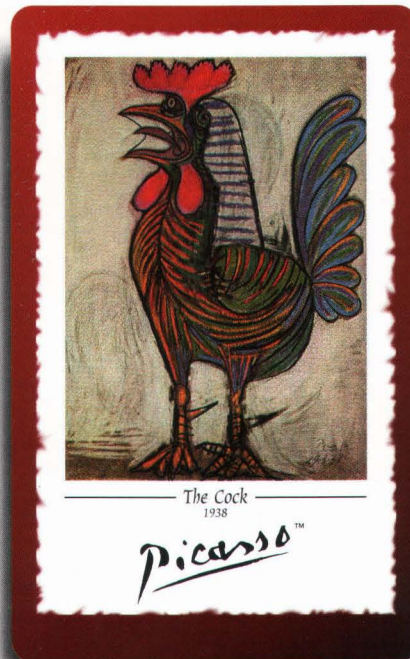
*Restart Today!*  
*Free 5 Minutes Long-Distance*



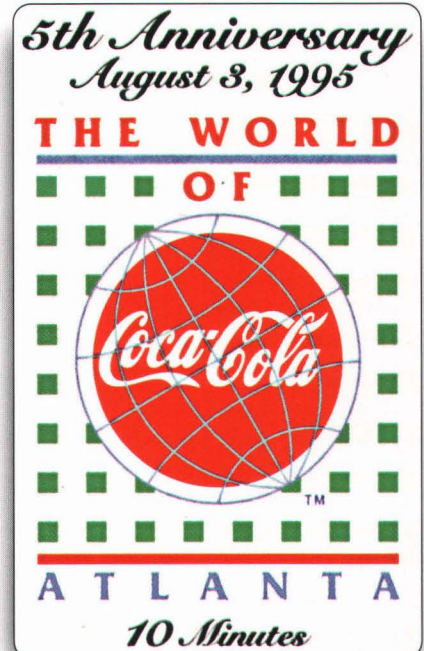




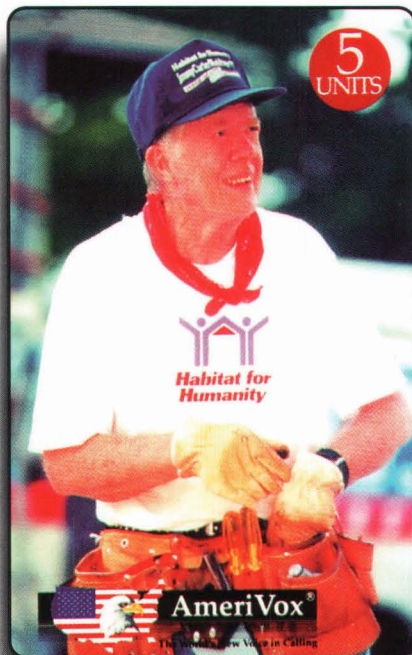
"ASPIRATIONS"  
BELLSOUTH - SMS



THE COCK  
PROVIDENT RM/R



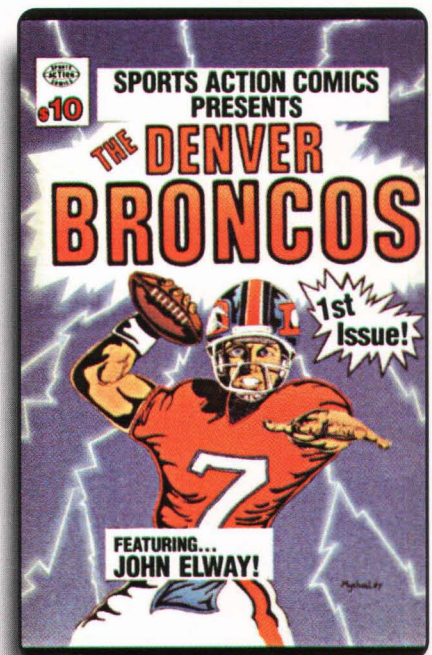
5th ANNIVERSARY  
WORLD OF COCA-COLA, RM/R



JIMMY CARTER  
AMERIVOX RM/R



CASH CARD  
CP&D, USA - RM/R

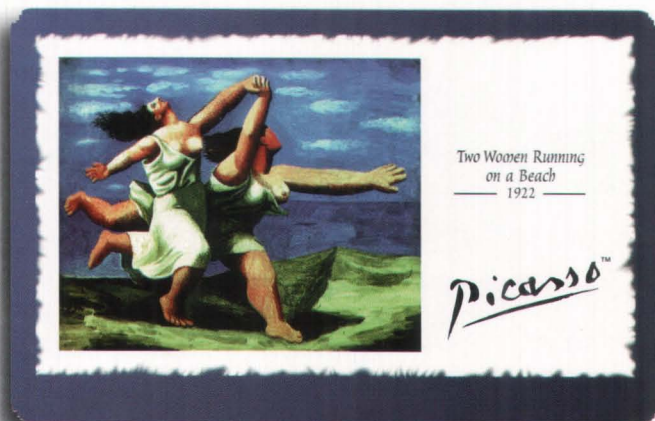


DENVER BRONCOS COMICS  
TCB & ASSOC. RM/R



# Premier Cards

October  
1995



TWO WOMEN RUNNING ON A BEACH PROVIDENT - RM/R



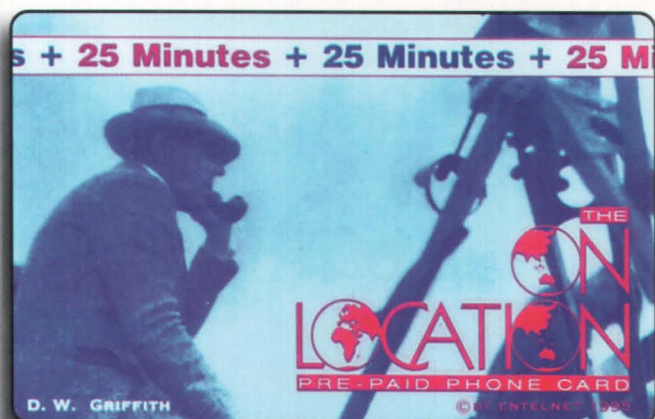
PROJECT A-KO B&J TELECARD - RM/R



MARILYN, WISH YOU WERE HERE USA CARDS - RM/R



IRISH INTERNATIONAL BT PHONECARD - SMS



D.W. GRIFFITH ENTELNET - RM/R



MOUNTAIN CLIMBER US WEST - SMC



# It's Coke's World (We Just Collect In It)



*On August 3, 1995, The World of Coca-Cola celebrated its fifth anniversary as Atlanta's most popular indoor attraction. To commemorate the passing of this milestone, a Fifth Edition World of Coca-Cola Collection Coca-Cola Telephone Card Set was issued. Limited to 2,500, this two card release follows on the heels of four prior, extremely successful World of Coca-Cola phonecards.*

Once again The World of Coca-Cola has given lovers of phonecards and Coke memorabilia a beautifully packaged and printed collectible. The fifth edition cards are presented in a laminated folder featuring a striking, full-color photo of the pavilion and two phonecards protected in plastic sleeves. The front of one card features customized artwork depicting the pavilion's registered trademark and the dates of the anniversary. The second card features the World of Coca-Cola logo surrounded by

international Coca-Cola bottle caps and a fireworks design.

These ten-minute cards include the issue date of August 3, 1995 and expire on September 1, 1996. The World of Coca-Cola registered trademark appears on the back of each card where you also find the card's serial number and user instructions. The set retails for \$20 and is available only at the pavilion.

A special VIP set of fifth edition cards was also issued for guests at a private breakfast held the morning of the anniversary. This edition of cards was limited to 500 sets, most of which were given to staff members, Coca-Cola executives, and Atlanta city officials.

In addition, The World of Coca-Cola enlisted BJE Graphics & Publishing to print a special edition of Dr. Gary Felton's *The World of Phonecards* for the anniversary celebration. The booklets were given out at the anniversary breakfast and are now available to the public at the pavilion. The World of Coca-Cola World of Phonecards book offers first time phonecard buyers an excellent education on the phonecard industry and the value of phonecards as collectibles. It also acts as a wonderful complement to any of Coke's handsomely-presented phonecards.

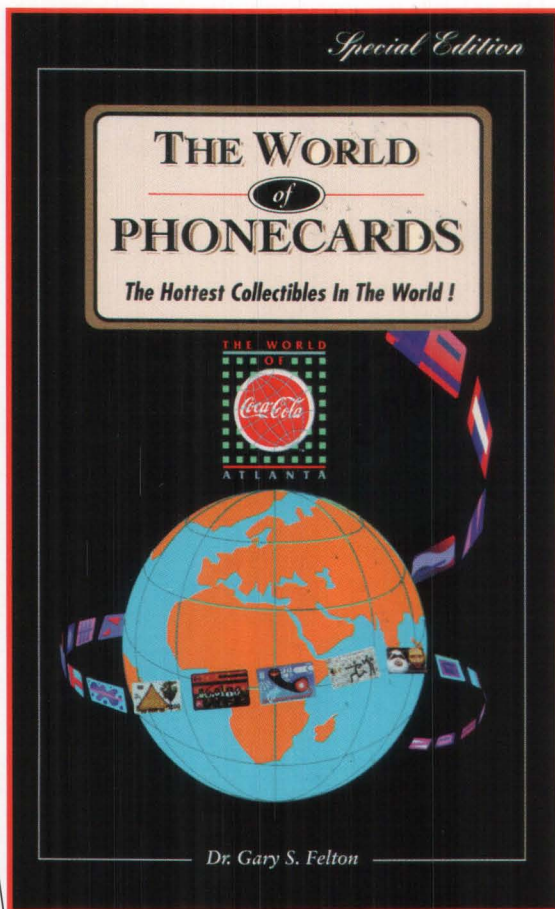
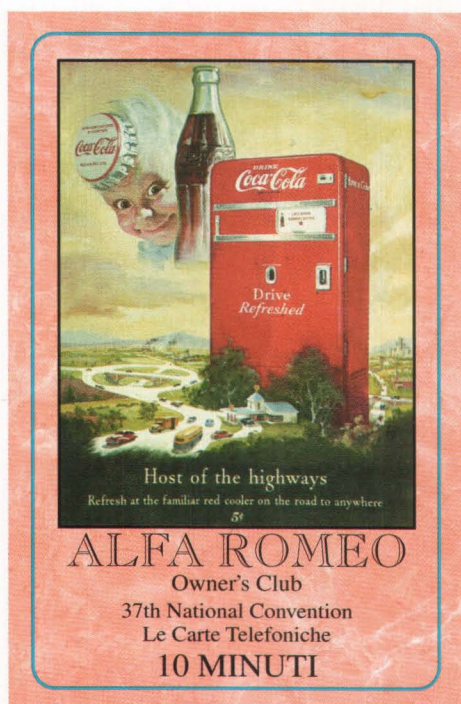
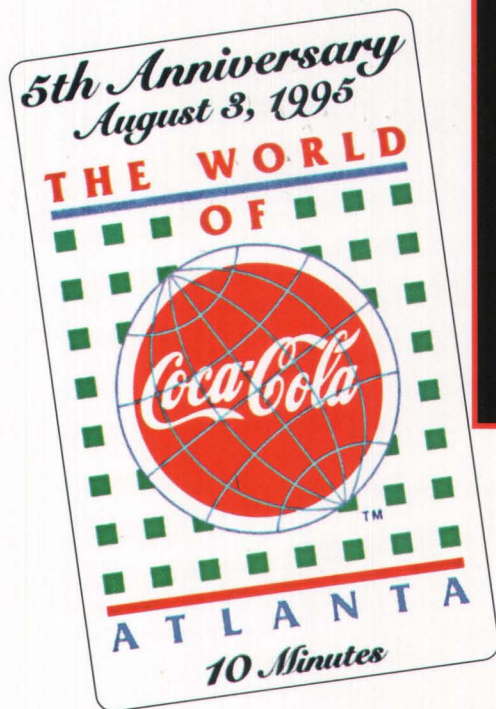
The Fourth Edition World of Coca-Cola Telephone Card was issued on July 21, 1995 and expires on August 1, 1996. This card, limited to 2,500, was produced for the 37th National Convention of the Alfa Romeo Owner's Club. Like the first, second and third editions, these cards sold for \$10 each and offered 10 minutes of phone time. (See *Premier Telecard*, August 1995 for the full story on The World of Coca-Cola's first three phonecards.) The fourth edition is packaged in a slipcase featuring a vintage Alfa Romeo in front of an Italian Coca-Cola cart.





The phonecard features Haddon Sundblom's energetic and refreshing Sprite illustration which was a signature advertisement for Coca-Cola around the world for decades. The throw-back advertisement on the front of the card which encourages the Coke drinker to "Drive Refreshed" was chosen specifically for the Alfa Romeo Owners Club

The World of Coca-Cola



Collection phonecards are produced by Score Board, Inc., the makers of Classic Assets phonecards and trading cards. The calling time on the cards is provided by Sprint. The World of Coca-Cola plans to issue a limited series of phonecards each year to commemorate various events and sponsorships.

Unavailable through phone orders, these cards can be purchased at The World of Coca-Cola pavilion at the time of issue. Sounds like a trip to Atlanta might be in order! For a recorded message dial 800-676-COKE. PT



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We also offer attractive retail programs for phone card vendors interested in selling B&J cards or marketing their own affordable custom cards.

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# Phonecards Visible: Vending Machines and Prepaid Calling Cards

by Sean McElhiney

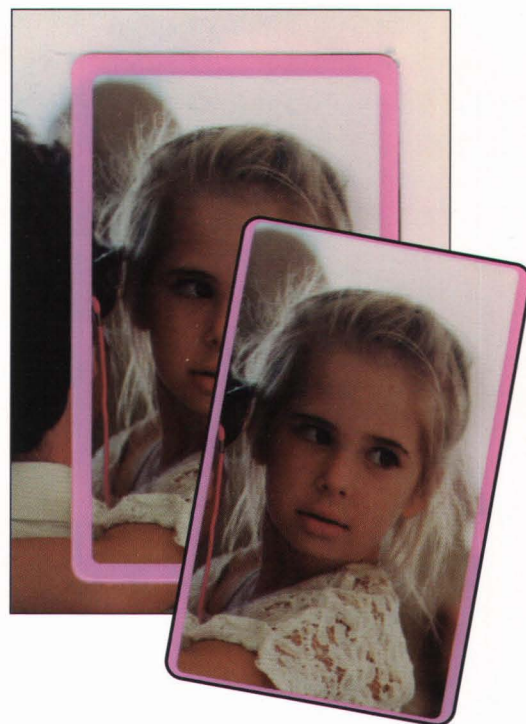
If an issuer's phonecard is unique and of good quality, there should be no problem selling it in the collectors' market. Some well-placed advertisements in telecard magazines and a constant flow of press releases ensure plenty of exposure and purchases from regular phonecard collectors. A wise phonecard issuer will not stop there, however. A customer-oriented company's ultimate goal is to get its phonecards into the hands of the average consumer — the question remains as to how to go about doing this.

Large companies enjoy the luxury of an automatic consumer base. When a retail outfit such as 7-Eleven issues a phonecard, they can advertise and sell it directly to the customers who enter their stores for other reasons. Phonecards made for product promotions such as those given away in the Tic Tac Breath Mints Instant Win Game are distributed in large quantities to the mass market. The customers who win these cards first buy an unrelated product, then are introduced to the phonecard. Large phone companies like Sprint are able to promote their phonecards in a massive giveaway. Ameritech, another large company, gives away free "cold" cards — an enticing, valueless cardboard cut-out that can be activated over the phone. Small companies, unfortunately, are not able to reach out so easily to the uninformed masses.

One extremely effective way for smaller issuers to get their cards into the hands of the man and woman on the street is through the thoughtful placement of prepaid phonecard vending machines. A well-designed, highly visible vending machine is the ideal vehicle to secure exposure and sales for an entrepreneurial-minded telecard issuer.

"This industry has shown that placing telecard dispensing machines at strategic locations maximizes the sales of the cards," said Tekbilt, Inc. Product Specialist, Dawn Pflugfelder. Tekbilt issues its own phonecards and manufactures the vending machines to sell them. The company is also able to handle the dispensing needs of other phonecard issuers looking for reliable vending machines.

Tekbilt has been a state-of-the-art manufacturer in the coin-op and vending industry for over nine years. This Huntingdon Valley, Pennsylvania based company uses only the most dependable components in their vending machines to ensure reliability. All dispensing machines use a Mars Electronics bill acceptor and an Asahi Seiko card dispensing mechanism. The cutting-edge control logic included in Tekbilt's telecard dispensing



machines (used for over a year now in the company's sophisticated casino industry change machines) is the exclusive design of Tekbilt. The control logic allows for diversity in accounting functions. The machines can be set for a simple dollars "in" and cards "out" accounting option, or a high integrity full encompassing tracking accounting package at location or remote.

S-Tech, Inc. is another vending

machine industry leader. S-Tech debit card machines are available in single, dual, tri and quad configurations with options available for MIS, video display, remote monitoring, alarm systems, unique color schemes and special logos. Using an S-Tech single vend machine is as easy as putting in a \$10 bill and receiving a \$10 phonecard. The machines can be set for any value card equal to the value of a single bill. The use of a multivend machine allows you to insert any 4 bill values. Machines are available with front panels in any one language or even bilingual, if requested. S-Tech, based in West Babylon, New York, markets its machines factory-direct and also through Tele-Vend, a sales organization located in New York City. Tele-Vend offers the customer a complete turnkey package which includes the phonecards and machines.

S-Tech provides what they believe to be the most innovative vending machines available today from a management team that has manufactured over 11,000 vending machines for the U.S. Postal Service along with special machines such as the Commodity Vendor, the Automated Postal Teller, Infopost, and the first 59 Token Vending Machines for the New York City Transit Authority.

Silver Eagle Manufacturing Corp., a West Palm Beach, Florida based phonecard vending machine manufacturer, joined forces with Dixie-Narco, the world's largest soda machine manufacturer, and produced the first ultra-high security bill validator specifically



for the phonecard vending industry.

The SEMCO Smart Validator contains all the intelligence necessary to operate an Asahi Seiko phonecard dispenser without the need for additional electronics. This allows the machine to be totally modular, in that, if the operator replaced these two components, he has completely overhauled the machine on location without removing it. The job can be completed in about 30 minutes and the old components can be rebuilt for well under \$150 each. There is no excuse for down time and never a need for an expensive service technician when using this dramatically improved validator. The SEMCO Smart Validator also has extra sensitive sensors that make it virtually impossible to defraud, even by the best of counterfeiters.

Interlogic Trace is an independent technical service organization that pro-



## NORTH AMERICAN PHONECARD VENDING MACHINE MANUFACTURERS

Company Name	Location	Phone Number
Danyl Corporation	Moorestown, NJ	(800) 732-6868
Datawave Vending	Vancouver, British Columbia (Canada)	(604) 251-8903
DDV-Debit Dial Vending	Deer Park, NY	(800) 931-3503
GSW, Inc.	Grand Prairie, TX	(800) 909-4773
Interlogic Trace	Encino, CA	(800) 340-0336
Johnson Business Machines, Inc.	Las Vegas, NV	(702) 876-5100
New View Techno Systems	Irvine, CA	(714) 724-9094
Opal Manufacturing	Toronto, Ontario (Canada)	(416) 665-6605
S-Tech, Inc.	New York, NY	(800) 253-3151
Silver Eagle Vending Systems	West Palm Beach, FL	(800) 688-5010
Talking Cents	Oaklyn, NJ	(609) 424-2000
Tekbilt, Inc.	Huntingdon Valley, PA	(800) 666-7776
U-Seal-it Corp., Inc.	Los Angeles, CA	(310) 207-5700
United Vending	Newport Beach, CA	(714) 660-8843
Added Services, Inc.	Mt. Laurel, NJ	(609) 273-3139

vides vending controller boards. IT's vending controller board functions and capabilities include: Accounting data that is retained in Data Module, not affected by power outages, that can be polled remotely; controller parameters that can be set remotely (i.e. time, data, marquee message, home phone number); unique electronic serial numbers in each Data Module for tracking and reporting by unit; and easy removal without data loss for controller board replacement.

Another company offering innovative ideas to the phonecard industry through vending is U-Seal-it Vending, Inc. of Los Angeles. Founded in 1958, U-Seal-it is well-known for its simple to use, wallet-sized laminating plastic dispensed from vending machines all over the U.S. U-Seal-it's house accounts include promi-

nent retailers such as K-Mart, WalMart and Sears, and other organizations such as Greyhound/Trailways, Marriott Highway Rest Areas and a number of hospitals, libraries, military bases, convenience stores, and more.

U-Seal-it now offers a "Photo Card" phonecard. The Photo Card is a plastic "frame" that is sealed onto a photograph. The customer cuts around the edges of the frame to create a credit card sized framed picture. A phonecard sticker is then placed on the back of the card to make this truly the most personal phonecard available today. These unique phonecards are distributed through U-Seal-it's state-of-the-art model B1-4 TCD telephone card dispenser.

"Public awareness [of the phonecard industry] will dramatically increase with

the development and implementation of promotional and premium programs being planned and carried out by many Fortune 500 companies," said S-Tech President, James Conway. "Once there is a widespread recognition of prepaid phonecards and their use, distribution of cards to the end-user will dramatically increase."

If you are a phonecard issuer seeking to reach a broader consumer market, vending machines may be just the thing you have been looking for. Companies such as Silver Eagle, S-Tech and Tekbilt (to name just a few of a rapidly expanding list of phonecard vending machine manufacturers throughout North America) are waiting to serve you so you can better serve your customers. **PT**



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Brooklyn, NY 11236-0122  
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### Fantastic Business Opportunity \$ Earn Extra Money \$

This is it! Earn money today and for the rest of your life. Telephone credit cards are the wave of the future. Easy, fast and simple. Get in early, don't miss out! Call today: 718-531-0490

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BRAND NEW



### 4 Card Set Only \$99

Other Cards Available. Please add \$3 postage.

### THE KING IS SELLING

Carson City Dollars in original Government Holders with box and card. Don't be fooled by other ads. These coins come in original government plastic holders; they are not raw coins.

1878-CC.....	95.00
1879-CC.....	POR
1880-CC.....	130.00
1881-CC.....	160.00
1882-CC.....	60.00
1883-CC.....	55.00
1884-CC.....	55.00
1885-CC.....	190.00
1890-CC.....	375.00
1891-CC.....	350.00



TERMS: • 15 day return privilege • Postage and insurance \$5 on all orders • NY residents add sales tax • Check or Money Order must accompany order.



Prices subject to change.





# Cards in Play in the U.S.A.

## Spokespets

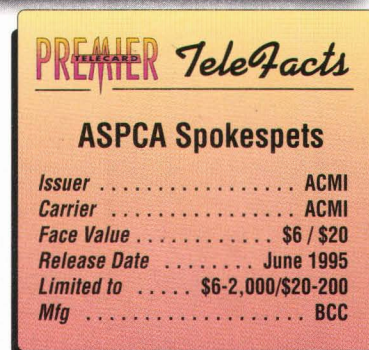
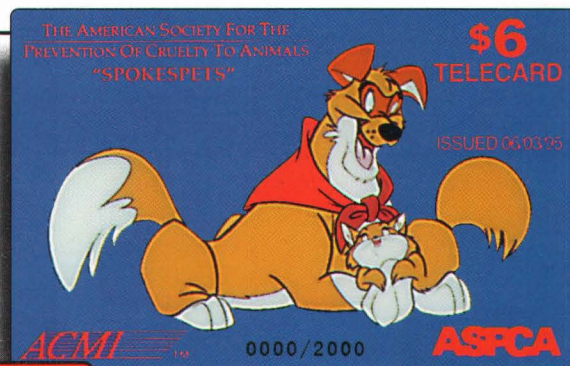
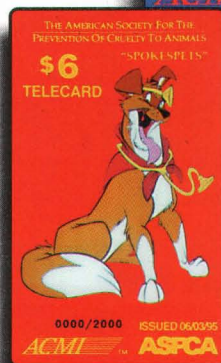
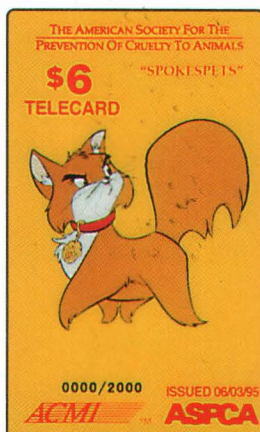
The American Society for the Prevention of Cruelty to Animals (ASPCA) and ACMI have united together to present the ASPCA Telecard featuring the ASPCA "Spokespets." This telecard set represented the inaugural promotion of ASPCA Spokespets at the ASPCA 1995 Annual Convention on June 5 at Walt Disney World in Orlando, Florida.

The Spokespets featured on this three card set are a sassy cat and a lovable dog. The characters were developed by an unnamed major motion picture studio for use only by the ASPCA.

The humane movement is a dynamic element within our society. No part of it is more dynamic or more intent on growth than the

ASPCA. From renovating zoos and establishing spay and neuter programs, to lobbying for humane laws and fighting to stop cruel ones, the ASPCA has made an impact on the lives of thousands of defenseless animals.

This three card set is available in \$6 and \$20 denominations.



## More Care Pack

The More Care Pack includes 5 visually stunning prepaid Flex'Net Anywhere Telecards. The "pack" is used by America West Airlines to provide customer service to its passengers.

America West teamed up with ACMI to create this peerless customer service tool. The telecard is used by America West customer service representatives to enhance passenger service by providing timely and appropriate resolutions involving changes in scheduling, misconnected



flights or when any other significant irregular operation occurs. Passengers receive immediate corrective action ensuring them of the commitment of the airlines to their needs as well as America West's respect for that passen-



ger as an individual. In the past America West had allowed their passengers to use the America West phones when such an occasion arose, but the More Care Pack Telecard allows the passenger the freedom to make the call from

any touch-tone phone at his own choice of location.

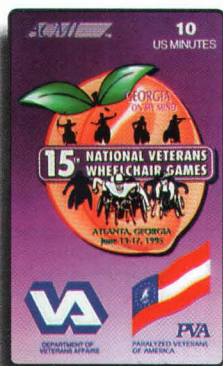
The America West Airlines phonecard is rechargeable at \$0.25 per minute.

## Wheelchair Games

The Paralyzed Veterans of America (PVA) distributed 1,400 telecards at the 15th National Veterans Wheelchair Games, June 13-17 in Atlanta.

These ACMI-produced telecards provide recipients 10 minutes of free domestic calling time. They are rechargeable at \$0.25 per minute and a portion of the proceeds from the replenishment of the cards will go to support PVA.

The card design incorporates the logos of PVA, the Department of Veterans Affairs (VA) and the National Veterans Wheelchair Games. The telecards were distributed to athletes, coaches and members of the general

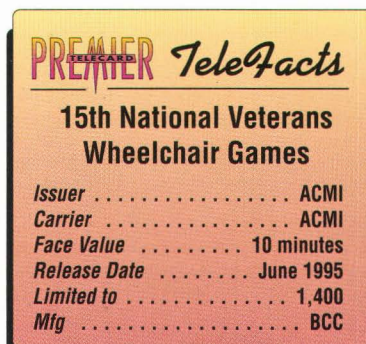


Games, the largest wheelchair sporting event in the country, is co-presented annually by PVA and VA. Participation in the event is open to all U.S. military veterans who use wheelchairs due to

public at the Disabled Sports, Recreation and Fitness Expo which was held on June 13 at the Atlanta Marriott Marquis. The National Veterans Wheelchair

Games, the largest wheelchair sporting event in the country, is co-presented annually by PVA and VA. Participation in the event is open to all U.S. military veterans who use wheelchairs due to spinal cord injury, certain neurological conditions, orthopedic amputations or other mobility impairments. The 15th National Veterans Wheelchair Games, hosted this year by the VA Medical Center in Atlanta, is expected to draw more than 600 participants from around the country, Puerto Rico and Great Britain.

The Paralyzed Veterans of America, a veterans' service organization chartered by Congress, has for almost 50 years served the needs of its members, all of whom have catastrophic paralysis caused by spinal cord injury or disease. **PT**





# Cards in Play in the U.S.A.



## Chronicle Cards

San Francisco's morning newspaper, The Chronicle, began a phonecard promotion in late June to generate new subscriptions or extend existing ones. A new subscription or an 8-week extension of an existing subscription earns one of three available phonecard designs: San Francisco Bay (with Coit Tower), The "Crookedest Street" (Lombard Street), or Old San Francisco.

Designed by Wireless Services & Communications, each of these beautiful sepia-toned, black and white cards has \$10 in renewable phone time. Only 1,000 total cards were printed (334 of each design so the actual number is 1,002 if you are counting). Each design is numbered from 1 to 334 and is identified with its own letter — Old San Francisco is "S," Lombard Street "F," and the bay card is "C." The collector's aim would be to secure a set of all three cards (S-F-C) with the same serial number. This is not an easy task with promotional cards.

The possibility remains that the Chronicle will expand the collection into a "Seven Wonders of San Francisco" series to include other famous bay views such as Alcatraz, the Golden Gate Bridge and Fisherman's Wharf. At press time the promotion is a month and a half old and about one-third of the current cards are now in the hands of subscribers.

Wireless Services & Communications of Plano, TX (a suburb of Dallas) is a full-service phonecard provider. From the early creative stages in the design of a phonecard, to



## PREMIER TeleFacts

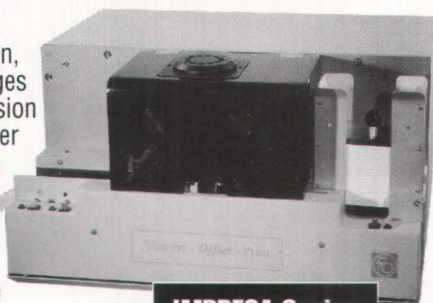
### San Francisco Chronicle

Issuer	Wireless Services & Communications
Carrier	Wireless Services & Communications
Face Value	\$10
Release Date	June 1995
Limited to	334 each design
Mfg	SSI Photo ID

its date with a manufacturer, Wireless offers complete turnkey service to its customers. This user-friendly company has also produced phonecards for a similar promotion by the Dallas Sun as well as a number of other promotional, utilitarian phonecards. **PT**

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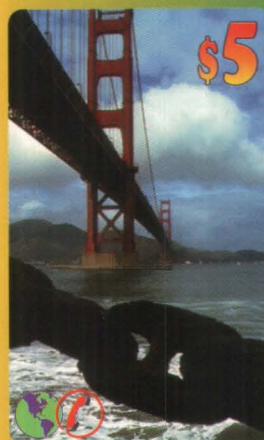
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# Cards in Play in the U.S.A.

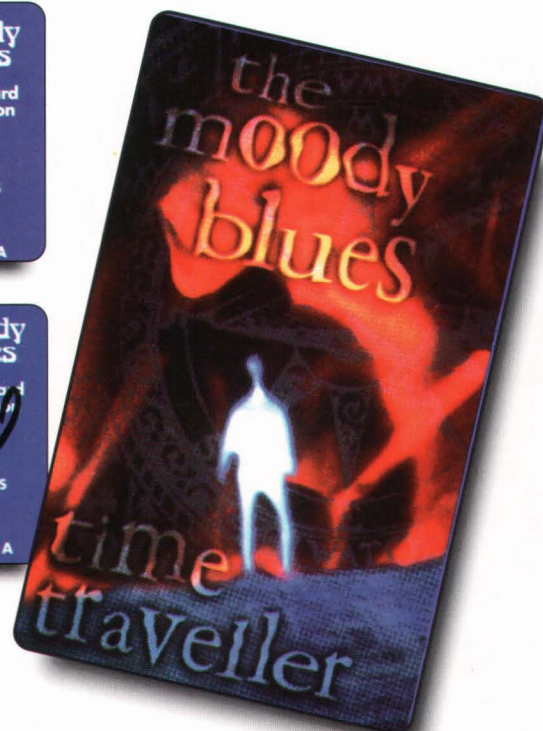
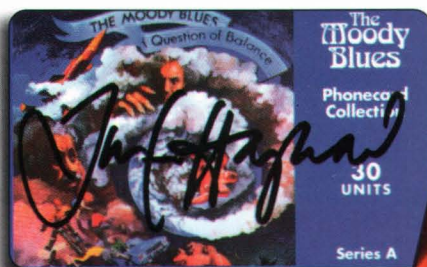
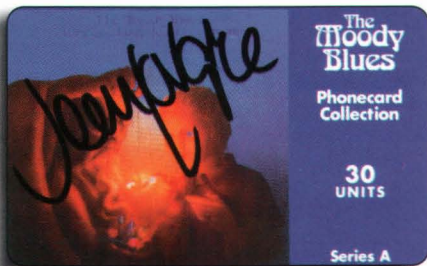
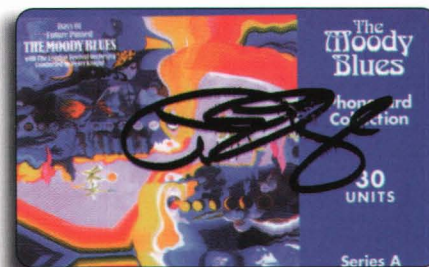
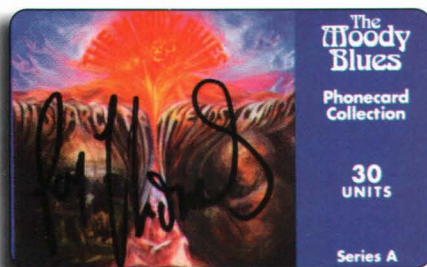
## The Moody Blues

The Moody Blues have been pioneers of progressive music and "rock-technology" for nearly three decades now. A new set of Moody Blues interactive phonecards from Good Work Ventures, Inc., beautifully showcases the sights and sounds of the Moody's.

The Moody Blues Interactive Collector Card sets were released in a limited edition of 2,500, with the first 800 "Signature Sets" featuring original signatures of band members Justin, John, Ray and Graeme. Each of the five cards in the set features striking art from the Moody Blues Collection.

The sets include 120 minutes of time that can be used for regular long distance, or to access the Moody Blues Network. Callers can listen to band members, get tour information or hear select cuts of Moody's music reproduced in digital audio sound bytes.

The Network services for the Moody Blues Phonecards are being provided by Creative Communications International, Inc., (C2) of Houston, Texas. The original-purchase domestic phone time rate on these cards is \$0.50 per minute/unit. Phone time can be renewed at the rate of \$0.35 per minute using any major credit card. **PT**



## Levi's Blues

Specialty Retailers, Inc., parent company of nearly three hundred Palais Royal, Bealls, Fashion Bar and Stage retail clothing stores, rolled out 50,000 prepaid phonecards with the Levi's Jeans trademark and logo.

The promotion, launched in August, allows customers nationwide to get a free 15 minute phonecard with the purchase of \$60 worth of Levi's Jeans. All 280 stores participated in the promotion, with full support of catalog, print and electronic media.

This is another Creative Communications (C2) project. (Something about C2 and the color blue.) C2 provided the Network Services and Programming for the Levi's cards, handling manufacturing and fulfillment to the stores. The cards are full color, .30 mil plastic and feature professionally produced voice prompts.

SRI/Levi's used the promotion as a creative way to drive back-to-



school sales, and students of all ages were able to take advantage of the free long distance calling time. Look for similar cards to pop up again in a possible holiday promotion this winter! **PT**



# Cards in Play in the U.S.A.



## One World

The Fourth Annual One World Festival held in Angel Fire, New Mexico brought together 25 different groups from around the world including Los Lobos, Blues Travelers, Stephen Stills and George Clinton. The unique outdoor 4th of July weekend festival was dedicated to world unity through environmental and cultural preservation.

InstaCALL Associates, Inc. has released a limited edition collector phonecard to commemorate the festival. Each card is good for 33 minutes of long distance calling

**PREMIER TeleFacts**

### One World Music Festival

Issuer ..... InstaCALL Assoc., Inc.  
Carrier ..... InstaCALL Communications, Inc.  
Face Value ..... \$15/33 minutes  
Release Date ..... July 1995  
Limited to ..... 4,000  
Mfg ..... MARK ONE



time and is rechargeable at 60 cents a minute. The One World Logo on an orange background with green and purple music notes is featured on the front of the card; instructions on the back of the card let fans access special prompts that allow them to order concert merchandise and access information on future events. Only 4,000 sequentially numbered cards were produced and sold for \$20 each to concert attendees. A limited number remain and are available while supplies last for only \$15 a piece. **PT**

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## Tele-News Flash

### IdealDial's Ideal Acquisition

IdealDial Corp recently acquired a state-of-the-art Telecard platform from CPDI, Vancouver, WA.

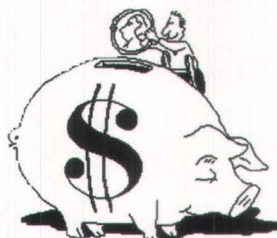
The fully featured calling card system gives IdealDial Corp. the advantage of a complete ready-to-go card processor system. The robust system comes with 96 ports that support 48 concurrent calls and is expandable to 2,000 ports or more. Available features and capabilities include: card assignment to DNIS, ANI fraud protection, rechargeable credit cards, report generation, remote customer service, remote card activation, multiple-language menus, custom voice prompting, balance remaining feature, call detail management and many other features.

IdealDial Corp. is a preferred and exclusive distributor of AT&T 900 services. With headquarters in Denver, CO, IdealDial can handle turnkey and custom IVR applications for 800, 900, FAX and telecard applications. IdealDial's clients include the Disney Channel, Tele-Communications, Inc., USA Today and Coors Brewing Co. **PT**

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# Cards in Play in the U.S.A.

## McAla Moana

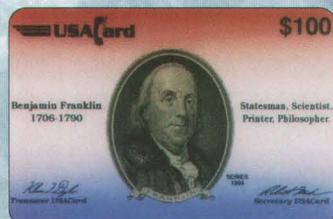
Phonecards Hawaii has produced a premiere edition phonecard for the McDonald's of Ala Moana (Hawaii). The corporate owned and operated Ala

Moana McDonald's, noted for their release of other highly collectible items such as pins and toys, is located on the ground floor of Hawaii's largest and busiest shopping mall, the Ala Moana Shopping

Center. The restaurant was the sole distributor of the card which is the first corporate McDonald's of Hawaii phonecard.

The phonecard was offered for sale on July 1 to customers purchasing an Extra Value Meal.

Collectors, many of them phonecard dealers, were lined up as early as 4:30 a.m. for the sale of the 1,000 serial num-



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More conventions have chosen USACard as their official Phonecard producer over any other company. USACards have been the choice worldwide by prominent firms such as the American Banknote Company, China Eastern Airlines, and the Singapore Mint, and by other notables as celebrity artist Steve Hoskins and Jerry Rice of the World Champion San Francisco 49ers.



Limited Mintage, Attractive Image. With much sought-after issues as the June 1995 Long Beach Coin and Collectible Exposition phonecard (which tripled in value by show's end), USACard demonstrates its continuing recognition as the Phonecard of Performance.

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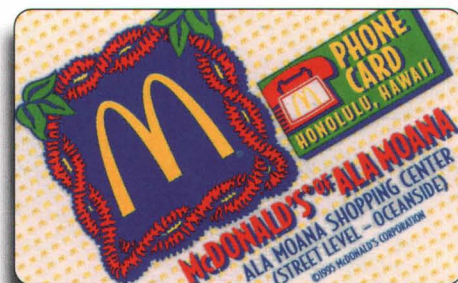
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bered cards. The sale began promptly at 10:30 a.m., and the last card was sold 55 minutes later! The entire run was expected to be sold out within one day; but the one hour sellout was unexpected. The primary goal of the promotion was to increase sales of McDonald's food products by offering a popular collectible; no major advertising was done.

During the same promotion a special phonecard was given out to the staff of the Ala Moana restaurant and other corporate employees to thank them for their hard work and dedication. The employee phonecard displays the same image, the internationally recognizable McDonald's logo surrounded by a Hawaiian lei, as the regular phonecard. The employee cards were serial numbered to 250.

ATCALL, Inc., a full-service provider of One +, 1-800, and prepaid phonecards, provided exclusive network services for the card. ATCALL is a founding partner of IXC Long Distance, Inc., one of the largest full digital nationwide fiber optics networks.

Phonecards Hawaii provides production and marketing services for Hawaii businesses as well as producing and marketing their own line of collector and user phonecards. **PT**

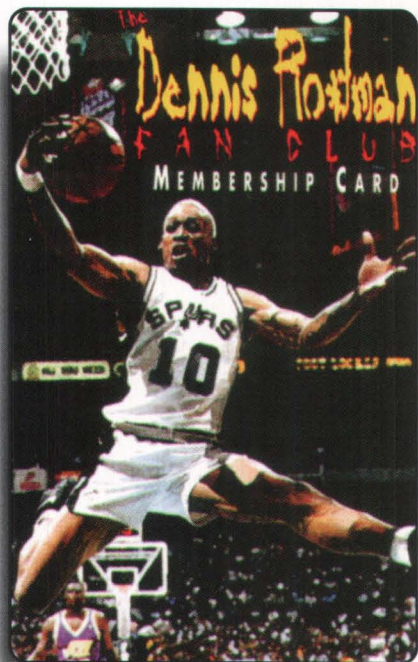


## Cards in Play in the U.S.A.



### The Hair May Change, the Card Remains the Same

The Dennis Rodman Fan Club (not to be confused with the Hair Club for Men) has issued a prepaid calling card. This phonecard doubles as the official membership card for the fan club in which Rodman himself actively



participates. Rodman, an outstanding basketball player, is just as well known for his off-court antics as his performance on the court. He changes his hair color almost as often as the wind blows, and regularly spars with coaches, fans and fellow players alike. But, as the fan club indicates, Rodman's flamboyant personality wins more fans than it alienates. The Dennis Rodman Fan Club

was organized to keep Dennis' fans informed of his on and off court activities. When fans join the club they receive a quarterly newsletter, an 8 x 10 foil stamped autographed photo, and the limited edition collector's phonecard with 20 minutes of long distance calling time (a \$10 card). The annual club membership is \$24.95.

Partick Magallanes, Vice President of The Rodman Group and the fan club's director says a two-card set with special collector's packaging is also in the works.

Details on this new set will be announced at a later date.

By the way, if you want the card you must join the fan club. Whether or not you wish to change the color of your hair is your option. **PT**

### PREMIER TeleFacts

#### Dennis Rodman Fan Club

**Issuer** . . . . . Dennis Rodman Fan Club  
**Carrier** . . . . . AT&T  
**Face Value** . . . \$10 (cost is \$24.95)  
**Release Date** . . . . . May 1995  
**Limited to** . . . . . 2,500  
**Mfg** . . . . . Electric Colorfast

## TeleSizzle

"What is your number one best-selling card?"

That's the question we ask dealers when we contact them to update their listing in this column. Not one of the dealers listed below has ever answered with an immediate one-card response.

"Well actually we have three or four cards that are moving well right now," said one of the dealers. "Can't we list them all?"

"I'll FAX you my top ten list, okay?"

"Well, the 'A' card is moving incredibly well, but I'm selling a lot of 'B' cards, too," said a third. "Then there's my own promotional 'C' card which moves fast, but that's because I sell it cheap or give it away. Go ahead and list 'D,' it's a comer."

All of these responses are typical. It's like asking someone what their favorite food is. Before noon they'll say Belgian Waffles, in the afternoon it's Lobster Salad and a nice Rib-Eye will be #1 at night. On that day, mind you — the next day it will be something else entirely.

That's just another thing to keep in mind as you peruse *Premier Telecard's* Hot List. A "Hot Card" is what YOU WANT RIGHT NOW. To a dealer, a hot card is what they either are moving or want to be moving RIGHT NOW.

Enjoy. Don't hesitate to call the listed dealers for information on their other prices. That's what it's all about, you know.

## HOT CARDS

DEALER	HOT CARD	PRICE
B & J Telecard, (908) 905-5000	Japanimation, S.D. Comic Conv	\$.25
Bittle Telecards, (510) 673-9725	Pac Bell 1st Ed. Spec. Set (9 cards)	\$.195
Bobby G's, (813) 862-9147	Betty Boop	\$.23
Carson City King (718) 531-0490	Elvis Presley AmeriVox (4 cards)	\$.100
Collector Showcase, (510) 484-4503	Pac Bell Xmas Set (12 cards)	\$.245
First PhoneCard, (England), 44-181 458-1174	JFK PhilaTelecard	\$.26
Global Telecard Company, (914) 674-0408	GlobalCom 2000, 1994 SFC	\$.7
	Phone Phair "You are Here"	
Hawaii Police Designs (808) 235-3709	McDonald's Ala Moana	\$.25
Kars Unlimited, (904) 441-6910	AmeriVox, Burger King, Walmart	\$.35
	PTA Children First	
Keep the Change!, (407) 629-CARD	NAT Dolphins	\$.20
PM Powell, (800) 528-8819	Ameritech 1 gram gold precious metal	\$.125
	Frank Thomas (ship in Oct.)	
Telecards Hawaii, (808) 373-3345	Charlotte Mtr. Speedway (Coke/Red Dog)	\$.15

Not all of the above cards are still available; call individual dealers for information. Prices were current at the time this column was compiled. Individual dealers reserve the right to change prices without notice as the market demands. A listing in *TeleSIZZLE* does not constitute a dealer endorsement by *Premier Telecard Magazine*.

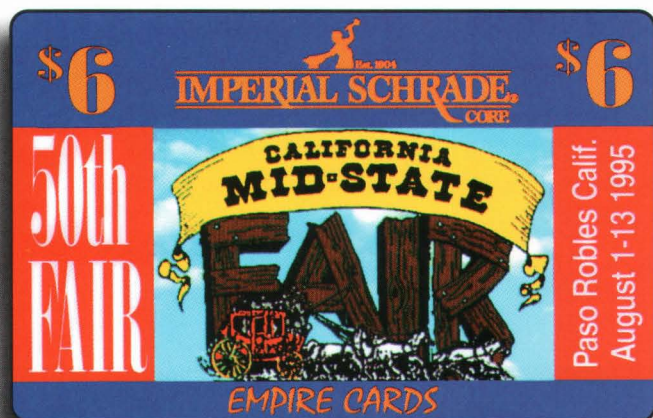
If you are an established dealer interested in adding your input to *TeleSIZZLE* please call (805) 547-8500.



# Cowboys and Phonecards, Right in Our Own Backyard

**Empire Cards and *Premier Telecard Magazine* introduce Fair-goers to the exciting world of phonecards.**

The 1995 California Mid-State Fair marked its 50th anniversary as the premier entertainment event on the Central California Coast with 13 days of non-stop family entertainment, August 1-13th. The fair opened with a cattle drive through the streets of the "old west" town of Paso Robles, highlighting the original purpose of the event: to

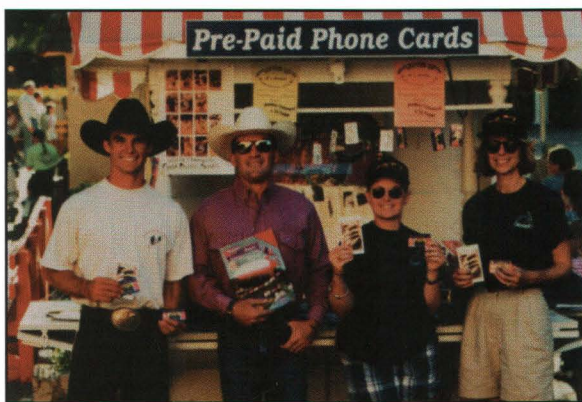


give local farmers and businesses a chance to meet their neighbors and share their wares.

In fifty years the fair has grown to include a carnival with a great array of rides

for kids of all ages, contests ranging from the Miss California Mid-State Fair Pageant to horticultural and amateur art competitions, food and beverage booths of every type imaginable, and entertainment

galore. The fair's four entertainment stages featured jazz artists like Al Jarreau and David Benoit, current R & B sensations Boys II Men, country singers including Alan Jackson and Trisha Yearwood, and good ol' rock 'n roll as presented by the ever-popular Beach Boys. The two-day "Buckin' Bull Blowout" event, which began the five nights of sporting events at the close of the fair, was taped and televised on The Nashville Network in September. The PRCA Rodeo and a Truck and Tractor Pull filled out the five nights of super action.

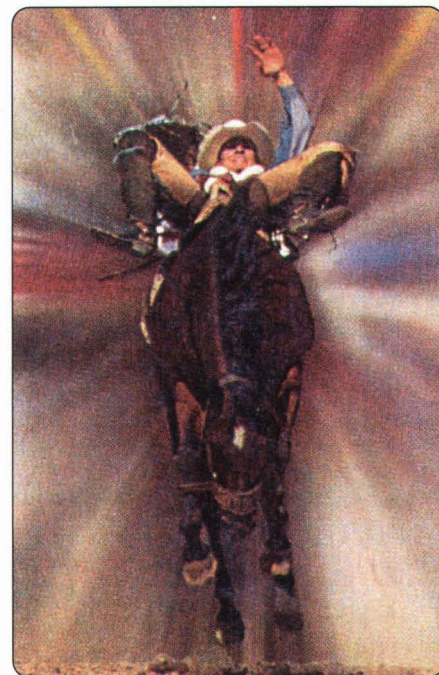


(Left to right) Judd Leffew son of a world champ bull rider, David Kuden bull rider, Manet Applebaum, and Maria Centrella Mid-State Fair Public Rel.

The annual Mid-State Fair draws nearly five times the local population to the northern San Luis Obispo County town of Paso Robles each summer. Despite consistent temperatures in the blistering 100 degree range, the 50th anniversary of the Fair was a huge success.

The official phonecard for the 50th Mid-State Fair was offered for sale at the fair by industry newcomer, Empire Cards. The card, marketed as a Mid-State Fair souvenir card with 10 minutes of free phone time, sold for \$6. "Ten percent of the proceeds from the sale of the card and use of the phonetime [provided by Universal Network Services] go to the local FFA [Future Farmers of America] and 4H chapters," said Manet Applebaum, President of Empire Cards. The card, manufactured by SSI Photo ID of Edmond, Oklahoma, featured the official logo of the Mid-State Fair and the Imperial Schrade trademark.

Imperial Schrade Corporation of Ellenville, New York, was the official sponsor of the card. The company's Schrade Cutlery division offers an incredible array of Full Line Pocket and Sports/Utility Knives.

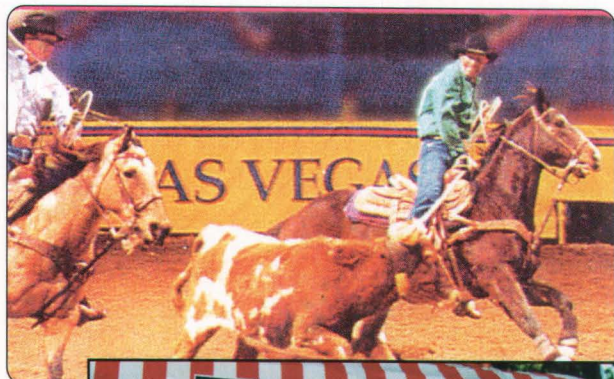


Ty Murray

As is the case at any non-phonecard event where phonecards are for sale, public education is as much a part of selling a prepaid phonecard as making



the sale itself. That's where *Premier Telecard* came into the picture. Back issues of *Premier Telecard Magazine* were sold at the booth for a discounted price of \$1 each. Not only did the magazine serve to educate the new phonecard user, *Premier Telecard* also donated a full 50% of the profits realized from the sales to FFA and 4H.



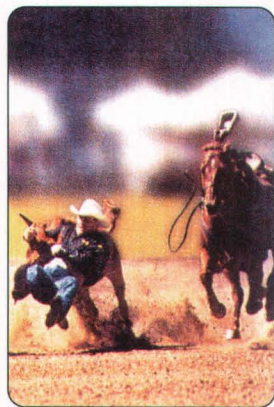
Jake Barnes  
and  
Clay O'Brien  
Cooper



Manet Applebaum and Premier Telecard Publisher, Bill Jordan.

Sam Applebaum is the business agent for many of today's top performers on the professional rodeo circuit. On display at the fair was prototype artwork for Empire's upcoming Gold Buckle Series rodeo phonecards. "These prototype color copies alone have already generated an incredible response," Manet Applebaum said. The rodeo cards featuring stop-action photographs of 11 world champions will be released this fall. Empire's joint-venture partner on The Gold Buckle Series is Award Design Medals, the most prestigious buckle company in the sport of rodeo.

The Gold Buckle Series will feature Ty Murray, 5-time World All-Around Champion. This 25-year-old, already a



Ote Berry



Jim Sharp

legend in the sport of rodeo, is known as the "Cowboy's Cowboy." Also pictured in the series will be rodeo superstars Charmayne Rodman, Rob Smets, Ote Berry, Clint Corey, Ronny Sparks, Joe Beaver, Don Gay, Daryl Mills, Jim Sharp, Jake Barnes and Clay O'Brien Cooper.

*Empire Cards* is based in Irvine, California. Look for more information on The Gold Buckle Series of phonecards this fall. Empire will officially introduce the cards at the National Finals Rodeo in Las Vegas, December 1-10. **PT**

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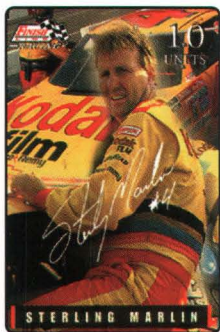
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# A Checkered Flag Every Month

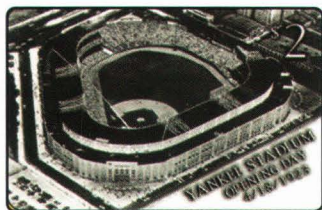


The trading card/prepaid calling card connection continues to grow stronger each month. Finish Line Racing, the foremost provider of phonecards representing NASCAR racing, has introduced yet another series of beautifully realized phonecards.

The Finish Line Phone Card of the Month offers exact replica reproductions of some of Finish Line's most attractive collectible trading cards.

Each month Finish Line will issue a new prepaid phonecard featuring a popular NASCAR driver. The release schedule includes silver foil stamped facsimile signature cards of such NASCAR racing luminaries as Sterling Martin (September), Mark Martin (October), Rusty Wallace (November) and Jeff Gordon (December.) Each phonecard will be printed in extremely low quantities (the Sterling Martin card was limited to 1,500) and serial numbered. To help you build a truly valuable collection, Finish Line will reserve the same serial number for you for each card issued. (The earlier you order, the lower your number.) Each of these 10 unit cards costs \$9.95.

Finish Line has been producing low-mintage, high quality NASCAR trading cards since 1993. They expanded their product line to include phonecards late in 1993 and added phonecards to foil packs in 1994. Another of Finish Line's more recent ventures is the Assets Racing series of trading cards and phonecards. Assets Racing was a joint venture of Finish Line Racing and Classic Games, Inc. Finish Line is based in Tampa, Florida.



## Some Phonecard!

By sight and by name Yankee Stadium is one of the most recognized sports facilities in the world. From its inception on April 18, 1923, through its current incarnation (a total renovation changed many of the features of the stadium

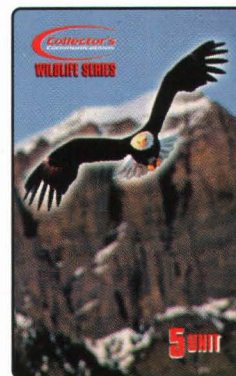
in the early 1970's), Yankee Stadium has been known as the "House that Ruth Built." Ruth, of course, is George Herman "Babe" Ruth, arguably the best and most colorful baseball player in the history of the game. It is said that the money necessary to build this incredible baseball cathedral was generated almost solely by the Bambino's fan appeal.

Yankee Stadium was built on the ten-acre site of an old lumberyard in the Bronx to hold all the fans who wanted to see Babe and the Yankees play ball. When it was built, Yankee Stadium was the largest ballpark in the country. It remains one of the most impressive.

Heywood Broun, a noted sports reporter of the 20's, wrote: "It is reported — on good authority — that when Babe first walked out to his position and looked about him, he was silent for almost a minute while he tried to find adequate words to express his emotions. Finally, he emerged from his creative coma and remarked, 'Some ball yard!'"

One would imagine that if the Babe were alive today he would say the same of Collector's Communications' latest effort — "Some phonecard!" The Yankee Stadium Opening Day phonecard features a crisp black and white photograph of this venerable old ball park in its infancy.

Two variations of the Yankee Stadium card are available: a \$2 common card and a \$15 limited collector's edition. Only 1923 of the 23 unit gold foil stamped collector's edition cards were produced. The common card is being produced on demand, but no



more than 5,000 cards will be produced.

Collector's Communications, a full-service telecard provider, is the sister company of Finish Line Racing. These two

companies, under the watchful eye of Lary West, Vice President/New Product Development, specialize in sports-related trading cards and phonecards.

The popular first edition of the American Wildlife Series was one of Collector's Communications' most successful phonecard releases to date. A second set of Wildlife Series cards featuring the one-of-a-kind photography of Tom and Pat Leeson is now available. This \$18 American Eagle set consists of three cards: a 5 unit card featuring a soaring eagle, a 10 unit card with an eagle and her eaglets, and a 20 unit eagle head-shot card. **PT**



# BellSouth Issues New UAB Phonecards

BellSouth Telecommunications, Inc. (BST) has issued a new three-card set of prepaid calling cards for use in specially equipped telephone sets at the University of Alabama in Birmingham (UAB).

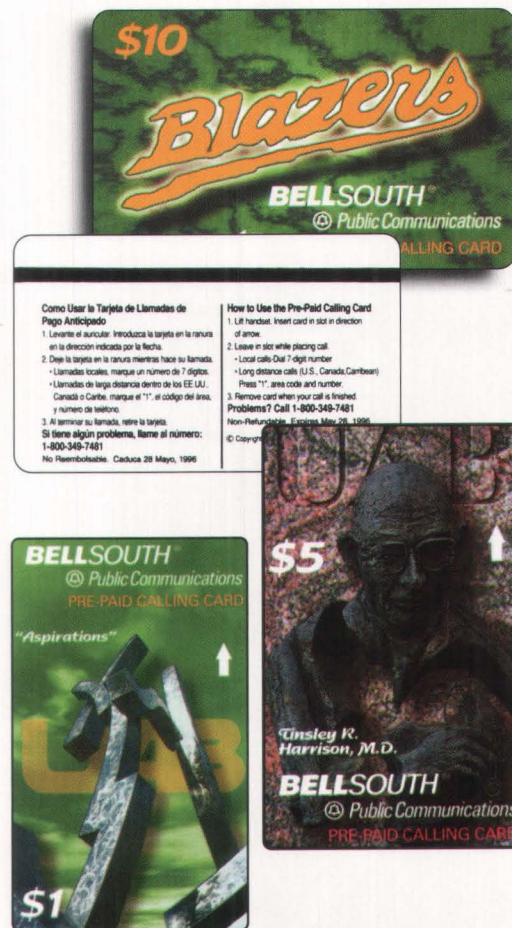
The UAB Medical Center was the site for BST's first prepaid card trial. The four-card sets issued for that trial were withdrawn from circulation on May 28 and are scheduled to be destroyed.

The new UAB telecard, available in denominations of \$1, \$5 and \$10, will feature artwork recognizing three distinctive aspects of the urban university. The \$1 card (limited to 4,500) honors UAB academic excellence with a photograph of an abstract campus sculpture, "Aspirations," against a computer-generated background. The \$5 card (limited to 3,500) honors UAB research with the photograph of another campus sculpture, depicting famous Alabama physician and medical educator Dr. Tinsley Harrison,

also set against a computer-generated background. The \$10 card (limited to 2,000) honors UAB athletics with the school's "Blazer" logo in yellow against a marble-like green background.

The cards were designed by Gravlee Graphics of Birmingham, who also designed the earlier UAB cards. They will remain valid for one year.

BellSouth Telecommunications, Inc., with headquarters in Atlanta, provides telecommunications services in the Southeastern United States. BellSouth does business as Southern Bell in North Carolina, South Carolina, Georgia and Florida and as South Central Bell in Kentucky, Tennessee, Alabama, Mississippi and Louisiana. These companies serve more than 20 million local telephone lines and provide local exchange and intraLATA long distance service over one of the most modern telecommunications networks in the world. **PT**



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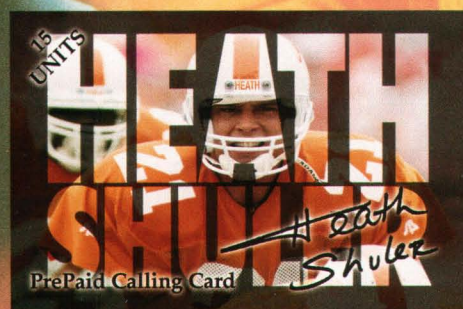
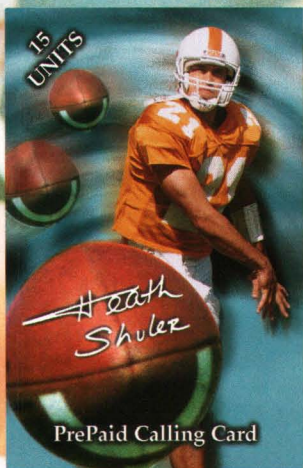
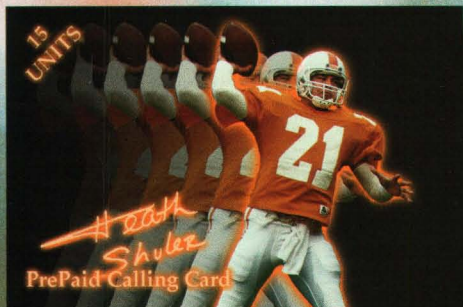
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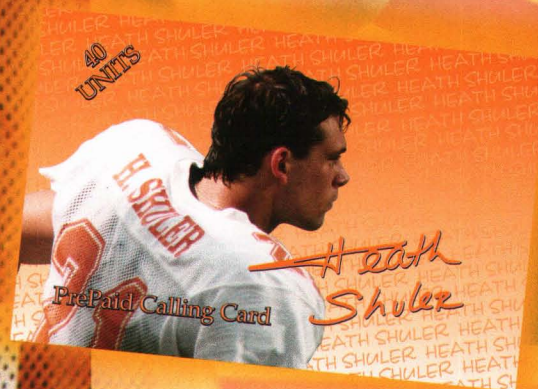


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# A Nynex Summer

If you were wondering why Nynex has been apparently dormant on the phonecard front these past few months you will be surprised to know the company has been making news all along. Six new Nynex Change Cards® were announced this summer including the company's first "client-distributed card," first officially licensed phonecards, and a members-only collector's card.

Nynex issued a two card set for New York University in \$5 and \$10 denominations beginning in late August. This was the first "client distributed card" issued by Nynex. Client distributed cards are advertiser, promotional or collector's cards which are produced for Nynex clients. NYU purchased the majority of the 10,000 of each NYU card for use in the nearly 150 yellow

phones which were installed on and around the campus.

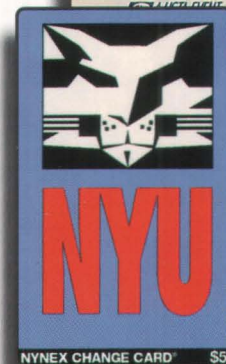
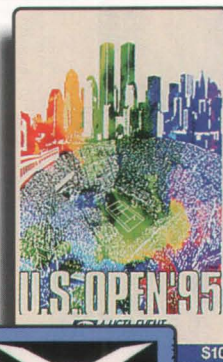
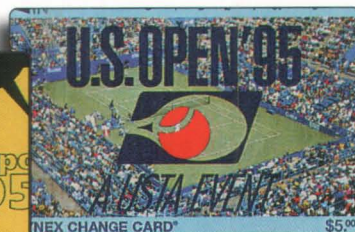
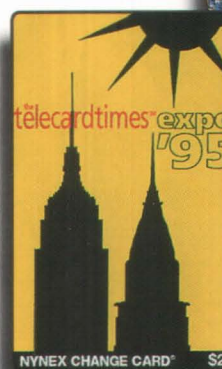
The second client distributed card was produced for the Telecard Times Expo 95, New York, August 26 and 27.

In celebration of the U.S. Open Tennis Championship, Nynex issued an exclusive two card set. This venture marked the first time Nynex ever issued officially licensed phonecards. Change Card telephones were placed around Flushing Meadows, the site of the premier annual U.S. tennis event. The cards were sold at the tournament from August 28 through September 10.

The official members-only Nynex change card was produced this summer and made available in September. This card, which features the Nynex Collector's Club logo, will be

offered to everyone who joins the club prior to December 31, 1995.

It is obvious Nynex's apparent dormancy was an illusion. Be sure to check the pages of *Premier Telecard* for information on Nynex's latest developments. More new Change Cards will be released in the months to come. **PT**



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# Know What You're Buying

by Mike Caulley

## All Plastic Cards Are The Same, Aren't They?

I am continually amazed at all the old technology that is recycled as the "NEW TECHNOLOGICAL BREAKTHROUGH." The newest type of card on the block is actually one of the oldest types of plastic, Styrene. Styrene is inexpensive and has the "feel of a hard card," but that is where the advantages of this product end. Styrene cracks and rips easily. You only need to try to tear the card and you can split it down the middle. The surface is available in different finishes, from matte to gloss, but what remains the same is how poorly the surface accepts ink. The surface is corona treated to help ink adhesion but as this material stays on the shelf, the corona treatment dissipates. So the material that accepted ink last time you printed it now does not. There is no recommended laminate for this material so if the ink is not protected it scratches off easily. There are adhesive laminates that may work on Styrene but these laminates are not fusion bonded together under heat and pressure and the adhesives can break down and de-laminate from the base card. PIN numbering on this type of plastic card is extremely limited. The standard thermo machines on the market use a ribbon to print PIN numbers. This ribbon will not adhere to the surface of Styrene. Your best option is to use ink jet technology on the cards. If the Styrene is laminated you can also use a special polyester / polyethylene laminate that has the characteristics of vinyl and will work

on the thermo PIN numbering machines. Remember, though some of these laminates work, no manufacturer will guarantee how long they will last. If the film de-laminates, your PIN numbers come off with it.

If you are looking for a short life card or a card that is not re-chargeable (talk n' toss), you may want to consider this type of plastic.

## VINYL (PVC) CARDS

Open up your wallet. Your ATM, Visa and Master Card are examples of vinyl cards. These types of cards are more expensive than Styrene cards. Most of the vinyl cards are laminated under heat and pressure so the clear laminate is actually melted onto the white vinyl. This type of laminate is very durable, and, under most circumstances, does not need adhesive to bond. No lamination is perfect but this type of lamination is less likely to de-laminate. The biggest misunderstanding concerning this type of card is that thin vinyl cards are inexpensive. This is just not true. The greatest expense in any printed card is the set up. Whether a card is thin or thick the set up is exactly the same. The white vinyl is sold by the pound and thin plastic does weigh less than the thick plastic but this may only result in a \$3 to \$6 per thousand savings.

PVC cards are also available un-laminated or surface printed. A card that is un-laminated is usually printed on a matte surface (for better ink adhesion) and a surface printed card is usually printed on glossy stock and occasionally liquid coated over the glossy side to keep that laminated look.

The ink adhesion to PVC, matte or glossy is usually very good with proper

inks. The decision to have a laminated or un-laminated card rests solely on how long you want these cards to last. An un-laminated or surface printed card does not have the scratch or wear resistance of a laminated card but it is less expensive and will not rip or tear like a Styrene card. Both vinyl and Styrene are available in recycled stock.

Any of the current machines on the market for PIN numbering are made to work on a vinyl laminated surface and some will work on an un-laminated surface.

## LAMINATED PAPER CARDS

The real advantage of this type of card is that it is very inexpensive. Paper cards can be printed by many printers and need no special inks. Many printers have their own laminator or have arrangements with a local laminating company. The PIN numbers can be done on a standard laser printer and then laminated. This method produces one of the few types of cards that allow you to laminate the PIN numbers and keep them from rubbing off. Most PIN numbers are put on the top of the card and can rub or wear off, though this is very rare if the right ink or ribbon is used. The disadvantage of a laminated PIN number is that if there is an error in PINning, you now have to go back to the sheets of PIN numbers, re-laminate a small quantity of sheets and again set up your die cutting to cut a small amount of cards — a real pain, and very expensive. Another disadvantage of this type of PIN numbering is that the scratch-off material is made to stick to vinyl plastic and will not stick to the standard laminating film made of polyester or polypropylene. Special scratch-off inks are available or scratch-off labels can be adhered to this type of card. If the card is bagged, you can insert a paper instruction sheet with the card and put it on top of the side with the PIN number. All of these options are viable but usually require an additional step in production. Another alternative is to order a



special Polyester Laminating film that reacts like vinyl. If this is done, you can put the PIN number on top of the plastic laminate just like the other types of cards. This type of laminate is, of course, more expensive but probably the best solution for PIN numbering paper laminated cards. You can use an ink jet for PIN numbering on top of just about any type of plastic but ink jets are usually dot matrix and expensive in small quantities. The largest disadvantage of a paper card, laminated or not, is that the card will split at the edges. The laminate does not come off, but the paper will split because the edges are exposed to air and moisture.

### PHOTOGRAPHIC CARDS, PAPER AND POLYESTER

Photographic cards have vivid colors and the paper ones are usually less expensive in small quantities. Delivery of these types of cards is usually fast because they do not involve a printing press for printing the fronts (color side) of the cards.

This production method is very similar to having snapshots developed from your camera. A photographic slide, or an image designed on a computer, is exposed to a photographic paper or plastic and prints are made from this image. The prints are usually manufactured in rolls, developed, fed into a laminator and then fed into a die cutter to cut into card size. The photographic paper card, like the paper card, will split at the edges if the laminate is flush. The photographic card uses a polyester laminate with a heat activated glue to bond to the card's surface. This type of laminate usually sticks very well and if the core is polyester this type of card will not split at the edges. You must be extremely careful in picking the type of polyethylene adhesive used in the laminating film as only the most aggressive adhesives will stick to a photographic polyester surface. Polyester cards can be recycled but they are usually much more expensive than other cards. Exact color matching (using P.M.S. colors) is not possible as no ink is used in this process. There is a wide variety of colors available, just don't expect an exact match. The biggest disadvantage of a photographic card is that you cannot gang run (print multiple images at the same time to receive the best pricing) the cards.

### POLYESTER CARDS

Polyester cards are one of the most durable plastic cards made. If you are looking for cards that will not crack, chip or warp and don't take up wallet space (these cards are usually only available in .010 mil thick) polyester is the answer. The polyester cards are most often run at lightning speed on a web press. Quality is also very good on this type of card. High resolution, 133 or even 150, line screens are not unusual to print. Minimum runs are usually 10,000 quantities, but 50

million is not too large. This type of press usually prints, PINs and puts on scratch-off material all on one press. This obviously is price effective, but set up costs are prohibitive for short runs. These types of cards are not laminated, but good inks and a clear liquid coating can be applied to help inks from scratching off.

There are other types of cards, like Polyester/Polyethylene cards, laminated Teslin cards, Polycarbonate cards, and many other types too numerous to mention. Always remember to ask questions and **KNOW WHAT YOU ARE BUYING!!**

*Mike Caulley is Vice President of Caulastics. PT*



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