



Jane Gold marketing asset kit for retailers

Everything you need to introduce Jane Gold to your customers – where each asset fits in the customer journey, how to print it, and how to track which placements drive signups.

QUICK REFERENCE

Every asset at a glance

Asset	Format	Vendor
Business card	3.5" × 2", 16pt+ matte	MOO
Postcard	4" × 6", 14–16pt	MOO or VistaPrint
Single-page sign	8.5" × 11", 100lb gloss	VistaPrint
Step-by-step guide	8.5" × 11" duplex, 100lb gloss	VistaPrint
Email banner	600px wide PNG	Digital
Social post	1080 × 1350px (portrait)	Digital
Desktop menu banner	1312x320px PNG	Digital
Mobile menu banner	343x240px PNG	Digital

Choosing a print vendor

To keep ordering simple and shipping consolidated, the kit is built around two reputable print partners. Most retailers will be best served by routing every printed asset to one of these two.

MOO

For business cards and premium postcard runs where the in-hand feel matters. [moocom](#)

VistaPrint

For higher-volume postcards and 8.5" × 11" sheets at strong value, with faster turnaround on larger orders. [vistaprint.com](#)

ASSET 01 · PRINT

Business card

3.5" × 2", double-sided. A quick-reference card with a 3-step Jane Gold signup walkthrough, a QR code linking to Jane Gold FAQs, and a QR code linking to the Jane Gold section of your store menu.

BEST USES

- Handed off at the register with every purchase
- Tucked into pickup and delivery bags so customers find it at home
- Stocked in counter-side acrylic cardholders for self-serve
- Pop-ups, vendor days, and community events

PRINT SPECS

- Size: 3.5" × 2" with 0.125" bleed
- Stock: 16pt+ matte or soft-touch
- Finish: matte or soft-touch – gloss reduces QR scan reliability under store lighting
- CMYK, 300 DPI

Recommended vendor: MOO · Original or Luxe weight

ASSET 02 · PRINT

Postcard

4" × 6", double-sided. A signup QR code on the front with supporting messaging on the back – the highest-ROI placement we see for in-store Jane Gold awareness when paired with bag inserts.

BEST USES

- Register-top acrylic display so customers see it while checking out
- Bag insert with every pickup and delivery order
- Direct mail to a loyalty list with addresses on file
- Vendor day giveaways and community bulletin boards

PRINT SPECS

- Size: 4" × 6" with 0.125" bleed
- Stock: 14pt–16pt cardstock
- Finish: UV gloss for bag inserts (better durability), matte for in-store display
- CMYK, 300 DPI

Recommended: MOO for premium runs · VistaPrint for volume (1,000+)

ASSET 03 · PRINT

Single-page sign

8.5" × 11", single-sided. A large-format sheet introducing Jane Gold with a signup QR code and a short, clear answer to "what is Jane Gold?"

BEST USES

- Window or door signage at the store entrance
- Acrylic sign holders at the register and across display cases
- Community bulletin boards where local rules allow
- Sampling tables on vendor days

PRINT SPECS

- Size: 8.5" × 11"
- Stock: 100lb gloss text or premium
- Color: full-color, single-sided
- Lamination recommended for window-facing copies that get sun exposure

Recommended vendor: VistaPrint · Flyers, 8.5" × 11", gloss text

ASSET 04 · PRINT

Step-by-step guide

8.5" × 11", double-sided. A detailed walkthrough with screenshots showing how to sign up for Jane Gold, link a bank account, and earn cash back on every order.

BEST USES

- Customer leave-behind for hesitant signups at the register
- Behind-the-counter training reference for budtenders
- Insert in welcome kits for new members or patients
- Save the PDF and link from the loyalty page of your website

PRINT SPECS

- Size: 8.5" × 11"
- Stock: 100lb gloss text or premium
- Color: full-color, double-sided (duplex)
- Print shop quality matters here – the screenshots need clean reproduction to remain readable

Recommended vendor: VistaPrint · Flyers, 8.5" × 11", double-sided

ASSET 05 · DIGITAL

Email banner

600px wide PNG. A hyperlinked image sized to drop directly into marketing emails. Links to the Jane Gold section of your store menu or signup page.

BEST USES

- Top of the monthly newsletter
- Standalone promotional email blast announcing Jane Gold
- Welcome and loyalty flows in Klaviyo, Mailchimp, and similar tools
- Footer of transactional emails (order confirmation, pickup-ready) – these tend to have the highest open rates in your account

BEST PRACTICES

- Hyperlink to the Jane Gold section of your menu, never to the homepage
- Place the image above the fold for stronger click rates
- Add descriptive alt text such as "Earn cash back on every order with Jane Gold"
- Keep critical messaging in HTML text too, since many email clients block images by default

ASSET 06 · DIGITAL

Social post

1080 × 1350. A portrait social creative sized for Instagram and Facebook feed posts. Portrait crops take up more real estate in the feed and tend to reach further than square.

BEST USES

- Instagram and Facebook feed announcement post
- Pinned to the top of the Instagram profile during launch month
- Paid creative for a Meta Ads boost
- LinkedIn if your store posts B2B or community content

BEST PRACTICES

- Refresh the link in bio the day the post goes live, and pin the signup link in the first comment
- Reshare to Stories within an hour of posting – Stories reach has held up more consistently than feed reach
- Lead with the cannabis consumer benefit in the caption, then introduce Jane Gold by name
- Keep the caption short and skimmable – three lines or fewer before the "more" cutoff

ASSET 07 · DIGITAL

Desktop menu banner

1312 × 320 px. A wide banner sized for the image carousel at the top of your Jane online menu – the first thing cannabis consumers see when they land on your storefront.

BEST USES

- Featured slot on your Jane online menu carousel
- Same-day online announcement to match a launch or seasonal push
- Seasonal rotation alongside deals, new drops, and brand highlights
- Click-through to the Jane Gold section of your menu or signup page

BEST PRACTICES

- Upload through your Jane admin portal – [step-by-step instructions](#)
- Pair with Asset 08 (mobile) and upload both at the same time

ASSET 08 · DIGITAL

Mobile menu banner

343 × 240 px. The mobile companion to Asset 07 – same carousel slot, sized for phones where most Jane menu traffic lands.

BEST USES

- Mobile carousel slot on your Jane online menu
- Same rotation as the desktop banner during a launch or seasonal push
- Click-through to the Jane Gold section of your menu on mobile

BEST PRACTICES

- Upload through the same carousel management flow as the desktop banner – [step-by-step instructions](#)
- Pair with Asset 07 (desktop) and upload both at the same time

MAKE IT YOUR OWN

Generate your own QR codes

If you need to add a custom QR code to an asset – like one linking to the Jane Gold section of your specific store menu – the process takes a few minutes with free tools.

- Generate the QR code.** Use a reputable free generator such as [QR Code Generator](#), [QRCode Monkey](#), or [Bitly](#) (Bitly also reports scan counts on the free tier). Paste your destination URL – most often the Jane Gold section of your store menu – and export the QR as a PNG or SVG at the highest available resolution.
- Test the QR before printing.** Scan it from your phone camera at roughly the size it will appear on the asset, under typical store lighting. Confirm it routes to the correct page and loads quickly on mobile.
- Place it on the asset.** Open the asset file in Canva, Figma, Adobe, or your preferred design tool, and drop in the QR PNG. Keep it at least 1" × 1", dark code on a light background, with a clear "quiet zone" of empty space on all four sides. Position it where the eye lands without competing with the headline.

BONUS TIP

Track which assets are driving signups

Generate a separate Bitly short URL for each printed asset and point its QR code to the matching short URL. Bitly reports scan counts per link on the free tier, so you can compare in-bag postcards against window signage at a glance and shift print budget toward the placements that perform on the next reorder.

PRINT PREP

Before you place an order

- ✓ Export files as PDF in CMYK at 300 DPI.
- ✓ Include a 0.125" bleed on all printed pieces.
- ✓ Keep critical content at least 0.125"–0.25" inside the trim line.
- ✓ Print a test page at home or in-store before placing the full order – the fastest way to confirm sizing, alignment, and QR scan quality without waiting on shipping.
- ✓ Keep QR codes at least 1" × 1" with strong contrast and adequate quiet zones.