

FLIPCARD[™] SYSTEM CUSTOMIZATION AND PRODUCTION SPECIFICATIONS

Color

FlipCARDS are printed 4-color process, 2-sides.

Lamination

FlipCARDS are plastic laminated, 2 mil., both sides.

Packaging

FlipCARD sets are delivered individually packaged in cellophane bags, and are collated and assembled on the hinge with installation instructions.

FlipCARD Sizes

- 10.25" x 2.5" (9 tab positions)
- 8" x 2.5" (6 tab positions)
- Custom sizes available. Please ask for quote.

Maximum No. of FlipCARDS

- Classic hinge—20 cards
- Versa hinge—25 cards

Content Capacity

- 10.25" FlipCARDS hold approximately 175-225 words of running text plus 3-4 headings per card side in 10 point type.
- 8" FlipCARDS hold approximately 135-175 words of running text plus 2-3 headings per card side in 10 point type. (**Note:** More text can be accommodated if text size is reduced to 9 point. We do not recommend using less than 9 point text.)



DESIGN OPTIONS—THREE CHOICES

- 1. Custom Design**—Tell us what your design needs are and we will provide you with two design options to choose from. With this option, there is a custom design and layout fee.
- 2. Standard Template**—We offer a variety of design templates and color palettes to choose from. Just pick a template from our FlipCARDS Customization Catalog and we will layout the content you provide for a layout fee.
- 3. Do-It-Yourself**—We will supply basic templates so that you may create the design and layout your content, then supply us with print-ready files. With this option layout fees do not apply.
Note: Files must be submitted as print-ready PDFs with the InDesign, Quark, Illustrator or Word FlipCARD templates. The files can be sent to us through e-mail or an FTP site. Also, please note that the print-ready files received are considered final and Axzo is not responsible for possible errors contained therein.

SUBMITTING CONTENT

Prepare your content in a standard office application such as Microsoft™ Word. Please indicate headings and subheads where appropriate. Gather all graphics (logos, screen captures, etc.) with your content and e-mail your files to the project manager assigned to your account.

Our production department will design and layout your supplied content into FlipCARD format. Please be sure any logos, pictures or graphics are high-resolution, (preferably 300 dpi at 100% of the size to be printed, saved as jpeg, tiff or eps). If there are a significant number of graphics or extensive design requirements, additional design/layout costs may apply. We will let you know as soon as we receive your files if the resolution of your graphics is too low or if the layout will involve additional time beyond that which has been quoted.

DESIGN AND LAYOUT

The custom process is straightforward: You submit content and our design team produces a PDF proof within 3-5 business days.

Custom Design—If we are designing a custom cover and inside pages for you, we will provide you with two design options to choose from. A proof will be provided to you in PDF format via e-mail within 3-5 business days of submission of content to us. Once the design is approved, layout begins for the entire set.

Standard Template—If you have selected a standard design, we will layout your content in the chosen template and e-mail a PDF proof within 3-5 business days.

This begins a back-and-forth revision process until you sign off on the final artwork. Once you give approval, you can expect a 3-6 week production period depending on quantity and number of cards per set.

PROOFING

You will be provided with PDF proofs via e-mail for approval. We recommend that you print a hard copy and proof carefully. You can fax us your compiled revisions or e-mail them. If you are adding additional blocks of copy, please e-mail the text to cut down on unnecessary keyboarding. Changes will be made as requested and we will send you a new PDF. This process repeats until you approve the final PDF via fax or e-mail.

PRINTER PROOF

Upon request, we will provide, at no additional cost, a final hard copy printer's proof. This proof must be approved within 24 hours of receipt to meet your scheduled ship date.

PRODUCTION TIME

Production takes approximately three weeks from the time we receive your signed approval of the final design and layout. This time may vary depending on the size of your order and number of cards.