

GENERAL QUESTIONS:

What is your minimum card order?

Our minimum order requirement varies for the type of cards that you are interested in ordering. Minimums are between 100 - 1,000 pieces. Please contact us with type and quantity of pieces you are interested in creating and we'll let you know if it is feasible.

How long does it take to complete an order?

The timeframe varies according to type and quantity of cards order. Typical turnaround for quantities of 50 - 2,500 pieces is 5 - 7 business days, 2,500 - 50,000 pieces our turnaround is between 8-15 business days and quantities of 50,000 - 250,000 pieces our turnaround times can vary from 4 - 8 weeks ARO. For a specific turnaround time, please [contact us](#).

Do you have a guarantee policy?

Yes. We are interested in exceeding your expectations, every step of the way. If you are not 100% satisfied with your order please notify us within 5 business days of receipt of your order.

If you are engaged in the design process and don't like the original concepts, contact your account manager before your first revisions for an immediate refund, minus a \$50 administration fee. Otherwise, we will work with you until you are satisfied with the revisions of your card or other design needs.

If we have made an error on your order (by our option) we will work to remedy the error by either correcting it, reprinting the order, issuing a partial or whole refund. See our [Guarantee Policy](#) for more information.

What forms of payment are accepted?

We prefer to receive payment made by Check. However, we do accept VISA, Master Card, Discover and American Express. Our typical terms for orders are 50% due at signing and the balance due at completion.

How will my order be shipped?

Our typical shipping method is UPS Ground service, which will be reflected on your final invoice. For faster delivery, please request UPS Next Day Air, 2nd Day Air or any other service. For orders in excess of 50,000 pieces, we will obtain freight quotes.

Do you accept rush orders?

Absolutely. Depending on the scope of your project, we can typically cut the turnaround times in half for a nominal fee.

How do I get started creating my card?

Our process is simple. Fill in the [Request for Proposal](#) form with all the pertinent details of your project. We will contact you to confirm the details that have been specified and if any additional details are needed. We will then work on putting together a proposal for you.

DESIGN:

Do you offer design services?

Yes. Our [design services](#) are offered in creating any of our print related products or additional services.

Our process starts with discussing your objectives. We will then send you a creative brief form to fill out, in order for us to better understand your business, audience and your objectives. We will then work creatively to propose (3) different concepts for review. Once you've decided upon one of the concepts, we will work with the design until you are satisfied. We're interested in making your project a huge success. We've never had an unsatisfied customer yet!

Are proofs provided? If so, how?

Our standard practice is to provide an electronic proof in Adobe Acrobat (.pdf) format for review of the final proof prior to printing, if we are responsible for creating the artwork. This electronic proof includes a 3D perspective rendering which will allow you to see how your piece will function. However, if color matching is critical for your project, please be sure to **request a hard proof** (additional fees apply). We will submit a hard proof for your review. (Please keep in mind that requesting a hard proof will add some additional time to your project)

What are the requirements or specs for submitting my own design?

Set-up Basics:

FILE TYPE:

We prefer to receive artwork as a print ready PDF file. However, we will accept native files in .INDD (InDesign), .PSD (Adobe Photoshop), .AI (Adobe Illustrator) and .EPS file formats.

We do not accept files submitted in the following formats: MS Word, MS Publisher, MS Excel, MS Powerpoint, or Printshop. However if your artwork is one of these formats, we can often re-construct the files into a format that is suitable for printing for a nominal fee.

COLOR:

Files should be created and saved in CMYK color mode.

RESOLUTION:

We strongly recommend that you use 300 DPI (dots per inch) or higher. Using less than 300 DPI will result in a poor quality image.

BLEEDS:

We require a .125" bleed on all 4 sides of your final piece. This equates to an overall bleed of 0.25"

POP-UP ELEMENT:

Save your Pop-up element as a separate PDF file on a white or transparency layer. In order to show the desired positioning of the Pop-up element within your card, you can submit a file with the Pop-up layer within the inside layout of the card for our reference.

For additional specifications, please contact us.

What are your fees for design services?

Design fees vary according to the formats utilized and the needs of our clients. For all design inquiries, please [contact us](#) to discuss your needs.

PRINTING:

What kind of printing do you use?

A combination of digital and offset, depending on your project. If you need [variable data publishing](#), [PURL's](#) and/or lower quantities, we will print digitally using HP Indigo presses. For large project runs, we utilize offset presses. Our quality of printing is amazing due to our use of cutting edge technology and our high standards of quality control.

What does 4/4 color mean?

4/4 color means full color on both the front and back of your piece. All of our pricing is based upon 4/4 color printing.

What finishes are available?

You can specify the preferred finish for your printed pieces. Whether you need UV coating, Matte Finish, Spot UV or Varnish coating.

What file formats do you accept?

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MAILING SERVICES:

What is included in your mailing services?

CASS Certification: We ensure the records from your list are uniform, as required by postal regulations.

Delivery Point Validation: This is the process in which each record (address) in your mailing list is compared against the USPS database of all valid addresses in the U.S. If an address is

determined to not be valid- it is removed from the list.

PAVE Presorting: This is the process that utilizes special Postal Service approved software to sort the list and organize it an order that is optimal for delivery – this ensures you pay the lowest postal rate possible.

Addressing: We print the address and barcode on each mail piece. This provides a professional look and feel with no labels adhered to the piece.

Tabbing: All self mailers are required to have a tab(s) to seal them shut. We typically use see-thru tabs that won't block any of the artwork or text on your mail piece, unless others are specified.

Delivery: Each mailing is sorted, packaged and delivered to the Bulk Mail Acceptance Unit at the Phoenix AZ Post Office.

3602 Statement: After your mailing is inspected and accepted by the Post Office we provide you with a receipt verifying when your mailing was mailed the amount of postage paid.

What is the cost to mail the PopfotoProfile (Customized Market Mail format)?

Per piece postage for Regular is \$0.460/pp and for non-profit \$0.334/pp. Pieces pay the Regular or Nonprofit Standard Mail 5-digit nonentry price for Not Flat-Machinable pieces. Destination entry discounts and additional presort discounts are not available. For more information regarding Customized Market Mailers, please visit the [USPS website](#).

What is the cost of First Class vs. Standard Presort?

The cost will vary according to your final pieces dimensions and weight. However, to give you some rough price guidelines, we have put some estimates together. For typical letters under 3.3 ounces, Standard Presort automation rates cost between \$0.197 - \$0.277. For First Class letter automation rates at a weight of 1 ounce, the cost is between \$0.334 - \$0.379. For more information, visit the price calculator at [USPS](#).

What are the minimum quantities for pre-sort mailing discounts?

First Class Presort requires a minimum of 500 addresses pieces in order to take advantage of discounted rates. Standard Presort requires a minimum of 200 pieces.

Where does the mailing take place?

Each mailing is sorted, packaged and delivered to the Bulk Mail Acceptance Unit at the Phoenix, Arizona Post Office using our indicia.

Do I need a mailing permit?

No. We can save you the \$150+ to register with USPO for a bulk mailing permit by utilizing our permit number. If you would like to mail the project from your location, we can arrange to ship the materials to you.

What is the time difference in mailing First Class and Standard Presort Mailing?

If you select First Class, your cards will typically be delivered in 3-5 business days. If you select Standard Rate, your cards will typically be delivered in 7-10 business days, but can take longer.

Where the delivery actually falls in this range depends on how far from Phoenix, AZ the recipient is.
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How are your mailers addressed?

Addressing is applied directly onto the piece without the use of any labels. This gives the completed piece a professional look.
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