



FAQs

Frequently Asked Questions



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1 DOES ADSWIFT MAIL TO CANADA?

NO, we do not currently mail outside the United States. We are in the early stages of adding European service.

2 WHAT DOES IT COST TO SHIP MYSELF THE POSTCARDS WITHOUT POSTAGE APPLIED?

AdSwift will print and laminate (only) postcards without postage or addressing applied, and overnight ship to you free with order. You can access this option when you reach Step 5 of your order, at the page bottom. The rates are shown below. We recommend this option for sturdy handouts, and for single hand-addressed mailing.

Regular Size (minimum 200)

200-399--.2775 ea.
400-1999--.2525 ea.
2000-3999--.2375 ea.
4000-7999--.23 ea.

Jumbo Size (minimum 100)

100-199--.505 ea.
200-999--.4525 ea.
1000-1999--.4275 ea.
2000-3999--.41 ea.

3 WILL ADSWIFT INVOICE ME FOR MY ORDERS?

NO, payment must be made when your order is submitted. We operate similar to the United States Post Office, where postage must be paid before the article is mailed. We must also pay the USPS first, and postage is the largest part of our low price. AdSwift accepts VISA, Mastercard, AMEX, and Discover cards. We also offer pre-pay accounts that use our easy SwiftCode disbursement system, available to Group and Private Lable Accounts.

4 CAN I CANCEL AN ORDER?

YES, but you must be swift! Your order can be printed and in the mail in as little as 5 hours, and not later than the next day. If you need to cancel an order, call our toll-free number 866-999-0807 and a service person will help you.

Also, in the email confirmation you receive shortly after your order, there will be a link to edit or cancel it. To note; you will receive an email confirmation 3 days before each mailing in a post-scheduled drip campaign with same link.

5 CAN I USE MY OWN POSTCARD ARTWORK?

YES, we accept artwork in JPG format (RGB, not CMYK). It is the most common filetype to all software applications and compressed well for fast internet tranfer. Digital cameras create this format, and you can both create and edit JPG files without any commercial software, by using accessory programs included in operating systems, or freeware.

There are tabs in your SwiftBox to upload both front artwork and back artwork. Separating front and back artwork allows you to mix your artwork on one side with our artwork on the other, or use both your own. Specifications for artwork setup are found under the help button Our SwiftBox upload proofer will help you to check your uploads.

6 HOW DO I GET LISTS?

AdSwift now sells lists. We call our service SwiftList, because it integrates with our 5-step order process so that you can easily combine a local prospecting list with your postcard order. A single form allows you to choose standard criteria, including zipcode, radius from address, dwelling type, rent vs. own, home value range, length of residence, and annual income.

By using our automated form to access the data, and limiting to standard filtering, we can deliver real-time data for only 8¢ per record. If you need deeper filtering options, you can contact one of our list partners or us directly, and list price, criteria, billing and delivery can be handled. You can then upload the list to your account and use it on an order. Private Label accounts have the option to designate their own list provider.

If you have your customer data stored in a Personal Information Manager (PIM), Email Client, or electronic Address Book, look for an "export" option, and choose Excel (.xls) or Comma Separated Values (.csv). AdSwift accepts either. Some companies will have processes to draw lists from their internal shared databases; please ask your IT department. Columns or values should be separated as: Name, Address, City, State, Zip. List format specs are under the help button.

7 DOES ADSWIFT DO MORE THAN JUST POSTCARDS?

NO, AdSwift specializes in doing just one thing and doing it best.... and that's postcards. We have two sizes, Regular and Jumbo. By staying focused on postcards we remain low-cost leader in the country, and offer the most features.

8 WHAT IS ADSWIFT'S MINIMUM ORDER?

100 postcards is our minimum order. This is defined as 100 postcards with identical artwork and text, both sides. Once over 100, however, you can order any exact quantity in increments of 1 (i.e: 143), not limited to round 100 increments. Drip orders must drip at least 100 at a time. You cannot, for example, order 100 postcards and drip them in 4 different 25-card mailings. AdSwift is currently developing technology that will permit an order of as little as one postcard.

9 WHAT IS THE DIFFERENCE BETWEEN ADSWIFT AND A "PRIVATE LABEL" SITE?

AdSwift's main site offers thousands of "generic" turn-key postcard fronts that you can customize by adding your logo or company identity to the back. A Private Label site is branded with a company's identity and only offers postcards that have been approved by and for that company. Private Label sites are secured behind "gateway" pages that require a company issued user/password to enter. Access these gateways from the button: "Private Label Logins". You must open a personal account once inside a gateway, and use a separate account for AdSwift's main site.

10 HOW WILL I KNOW MY ORDER HAS BEEN MAILED?

You will receive an email confirmation from our printing fulfillment partner, expresscopy.com, on the day your order mails. It will have tracking numbers and other details. You may also add your name to your list, so you receive a sample.

WHO IS EXPRESSCOPY.COM?

AdSwift has an exclusive partnership with expresscopy.com for our printing/ mailing service. Once your order has been sent through AdSwift, expresscopy.com fulfills the order, and processes the monetary transaction. Your AdSwift account automatically creates an expresscopy.com account as well, which can be used for "post-adswift" order management.

12 WHAT DO I GET FOR THE PRICE(S) SHOWN?

AdSwift has one flat per unit price, no matter the quantity you order. We don't offer volume discounts because we already pass our enormous volume economies down to every order, making us the low-cost leader in the country for short-run direct mail. Please note that some of AdSwift's Private Label sites may have prices that are slightly higher than our own. In these cases, the company that operates the Private Label is creating specific branded material for their own sales force, and the cost of creating this "Premium Content" is usually factored into their per unit price.

All orders include: 600 dpi color printing both sides, white 90# paper, UV Coating or Lamination on both sides, First Class Postage printed inline, individual addressing from your list, CASS list certification, and next-day turnaround. All this and thousands of quality ready-made postcard marketing artwork options to choose from, makes us unbeatable.

13 WHY DOESN'T THE SITE WORK FOR ME?

AdSwift has been tested to be stable in several browsers on multiple computing platforms. We use standard internet protocols, and are used by hundreds of people daily. If you are experiencing difficulty, please be sure of the following:

- A) Be sure to have your Pop-Up Blockers disabled. AdSwift uses window pop-ups for display in the ordering process.
- B) Be sure to have your "cookies" enabled. AdSwift uses session cookies to store data during creation of your order.
- C) Be sure to have the Adobe Acrobat free reader plug-in installed. AdSwift displays template proofs as PDF files.

14 IS ADSWIFT ENVIRONMENTALLY FRIENDLY?

YES, AdSwift uses recycled 90# white paper. Our orders default to a waterproof and highly durable laminate to achieve weight and gloss, although an enviro-friendly (but less durable) UltraViolet Coating can be requested instead.

15 WHAT ARE TYPICAL RESPONSE RATES FOR ADSWIFT POSTCARDS?

Direct mail in general averages roughly 1 to 2 percent response rates. AdSwift's system of using smaller more targeted messages that are matched to more selective list prospects, averages roughly 3 to 4 percent, sometimes better. Studies show repetitive mailings achieve higher response rates than a single mailing, disproportional to the cost difference.

16 CAN I CONTACT ADSWIFT WITH SUGGESTIONS OR ISSUES?

YES, AdSwift welcomes your participation. For problems or issues, please call our toll-free customer service number, 8am to 5pm, PST, Monday through Friday, except postal holidays: 866-999-0807. For suggestions and requests, use our Feedback Form located on our site under the button "Feedback and Requests". All input will be considered.

17 WHAT IF I AM HAVING TROUBLE WITH THE BACKSIDE TEMPLATE?

AdSwift's template system at Step 3 can be a little tricky at first. It is designed to allow you the flexibility of deciding how much you want to say, and consequently, how small the text will become. Here are some things to note:

- A) You must have Adobe Acrobat Reader free plug-in installed. When proofing your back, it will display as a PDF.
- B) To force the type size to increase, try typing just 3-4 words, then "return". Proof it to see how the size changes.
- C) When inserting JPG images, use white space to the left, right, top, or bottom of the image to shift its position.
- D) Once you have a perfect proof on screen, save it to your hard drive, then upload it to your SwiftBox to re-use later.
- E) Still can't do it? Don't worry. Send the order anyway, and AdSwift will always catch and adjust small type for you.

18 CAN I PLACE MORE THAN ONE ORDER AT A TIME?

AdSwift's 5-Step ordering process is designed to let you place an order as swiftly as possible, often taking less than 1 minute. To keep it fast, we let you only assemble one order at a time. After you have sent one order, you can click the "Step 1" button to start assembling the next order. Optionally, you can choose to "Drip" at Step 4, and schedule multiple mailing dates at once. But, your credit card will be billed separately for each order on the date it's mailed.

19 CAN I TRACK MY ORDER HISTORY?

YES, on the home page (Step 1), you will see a box to the lower left that says, "Previous Orders". When you are logged in, the dates of all your previous orders will be displayed in this box. Just click a date, and you will jump directly to the confirmation screen. It is here that you can see your old order, and edit it for quick re-order as well.

20 WHY CAN'T I GET PAST A STEP TO THE NEXT STEP?

AdSwift's 5-Step ordering process works like this: You must make the selection or enter the information requested at each Step. When a Step is done, you **MUST** click the blue arrow at the bottom that says "CLICK HERE WHEN DONE". You will know that the Step has been completed by watching the step indicators change at the top of the page.

21 WHY CAN'T I UPLOAD A FILE TO MY SWIFTBOX?

To upload to your SwiftBox, you **MUST** be logged in to your account. If you leave your browser unattended for 10 minutes or more, you will be automatically logged out, for security reasons. If this happens, log in again. Also note:

- A) The SwiftBox only accepts JPG files in the Images, Fronts, and Backs tabs.. We convert your JPG to PDF after upload.
- B) If your file is too large (data size), you will not be able to upload it. As a rule, please be sure of the following:
 - JPG files should be at 300 dpi, RGB not CMYK. File size ranges from 100K to 1MB.
- C) The "Lists" tab of your SwiftBox accepts .XLS, .TXT, and .CSV file formats only. Be sure to enter the list quantity.

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HOW DO I CREATE MY OWN ARTWORK?

AdSwift welcomes you to upload your own creations for printing. We would expect that you have some knowledge of digital publishing if you opt to do so, and follow our Artwork specifications found under the HELP button.

We recommend Adobe Photoshop as the best software application to use for artwork creation. Other programs work that have JPG export capability. Digital cameras all create JPGs. Windows built-in accessory called "Paint" also works.

Microsoft Publisher, however, is problematic. It does not export at proper resolutions or sizes, does not handle font anti-aliasing (smoothing) correctly. Please avoid using it.

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CAN I HIRE ADSWIFT TO CREATE CUSTOM ARTWORK FOR ME?

No, AdSwift is an internet based hub that offers tools for marketing users and designers to connect and collaborate. You can try looking on the AdSwift Designer Board for contact with participating designers in the AdSwift network. Designers can opt to be contacted through the board, and you can preview their styles by browsing categories for their generic uploads. Simply type their name as a keyword at Step 2. If they have artwork submitted to that category, it will appear. Custom design projects and fees can then be negotiated directly with the designer. AdSwift provides connectivity between Group Accounts and Designer Accounts that manages the the review and approval process. Personal Accounts can simply upload the JPG that the designer provides to their own SwiftBox for speedy ordering.