

Our Swift 5 Step Ordering Process

IMPORTANT!

Log into your account first!

*These instructions will not work unless you are logged in.
If you have no account, you can create one,
or just browse the tabs with limited access.*

Disable pop-up blockers and enable cookies!



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AdSwift has pioneered a **5**-step ordering process that literally allows you to place an order in less than 2 minutes! Our process will collect all the needed information from you, and is both flexible and very simple to use. Below is an overview of our process.

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- 1 DEFINE**
Define your query by choosing from the 3 drop menus: your Business, Need, and Purpose.
 - 2 CHOOSE**
Choose from the artwork results displayed, searching and browsing with provided buttons.
 - 3 CUSTOMIZE**
Customize the back of the postcard with your own typed info and (sometimes) images.
 - 4 SCHEDULE**
Schedule the day we mail the order, or multiple days for an ongoing "drip" campaign.
 - 5 ADDRESS**
Address the recipients of this order from your list, or ship the whole order to yourself.
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To simply BROWSE the 5 Step interface for the first time, click the 5 buttons at the TOP of the page in any order. Note, when placing an order, the content you choose at one step will carry to the next step. Therefore when browsing, you will NOT see the steps fill with content. You will only see the interface.

To see content, start the order process at Step 1, which is the AdSwift HOME page. Follow the on screen instructions for each step. The Steps MUST be done in order. (You can create a "test order" without committing to send it!)

Finish each step by clicking the BLUE ARROW AT THE BOTTOM OF THE PAGE. The blue arrow works like a "submit" button on a form. If you do not click the blue arrow, you will not submit that step. When a step is submitted, the top button for that step will change to say "DONE".

When all 5 Steps are done, you end at a "confirmation" screen where you have the option to go back and make edits. This can also be done using the buttons at the top of the page. Be aware that if you edit a step, you may have to edit another step that relates to it as well (i.e: choosing a different front on Step2 might mean the back template at Step 3 is different.)

At the confirmation screen, you select your shipping and billing presets, and then your order can be sent immediately. Once you send your order, the content leaves this site and goes into the queue at our printing partner's facility. It can no longer be edited from this site! If needed, access to the print facility queue is provided to you at a different site.

Your order setup(s) will be saved for future re-use. On the home page, you can select an old order by date and then edit only part(s), such as changing the list and advancing the date. This makes a re-order even faster for you! Other features will be highlighted throughout the process.

If you want to use your own artwork FRONT from your SwiftBox instead of the selections loaded for shared use, it will not matter what you choose at Step 1! Choose anything to proceed.

You can go through the steps of placing an order WITHOUT having an account. However, some features that access personal account data will not be functional.

You can open an account AFTER assembling an order and the order will remain at the state you left it. You will have to fulfill the last parts of the order that relate to your account info, such as entering billing and shipping info, and uploading your list(s).

Detailed step-by-step instructions are on the following pages.

Step 1:

Step 1 is on the HOME page. At the bottom of the page are three menus. You will **DEFINE** your needs using these menus.

Choose an option from each menu, and then click the blue arrow at the bottom of the page that says "**CLICK HERE WHEN DONE**".

The middle menu selects between a SINGLE postcard, or a postcard CAMPAIGN, which is a series of postcards designed to work together.

The "Purpose" menu changes for the "Business" menu choice. So, use the menus in order.

If you don't see your Business or Purpose represented in the menus, use the FEEDBACK FORM on our site to make a general request to the designers in the system! Check back later.

If you are already planning to use your own artwork, choose anything, as it will not matter.

Step 2:

Step 2 will display all current postcards available that fit the query you defined in at Step 1. You have a choice to either **CHOOSE** the front(s) of a postcard, or to **UPLOAD** your own.

To **ENLARGE** a postcard and see the creating designer and template it uses, click on the thumbnail image of the postcard. To close the enlarged image window, click the "CLOSE WINDOW" button at the top of the window.

When a postcard is designed by one of our SwiftHope Charity Program participants, a logo for that charity will appear in the window. The royalty portion of your order purchase will be donated to this charity.

To **BROWSE** the artwork in a category, use the "UP" and "DOWN" triangles to the right of the displayed thumbnails. This will also tell you the total number of postcards in this category.

As more postcards are added to the categories, you may opt to search using the 'KEYWORD' option below the postcard thumbnail selections. Just type a keyword and click the bent arrow to the right of the keyword field.

You can type a Designer's name to display all postcards by a specific Designer!

To **CHOOSE** a postcard single or campaign, click the small radio button nearest your choice. The selected postcard will highlight in dark gray when selected. Then click the blue arrow at the bottom of the page that says "**CLICK HERE WHEN DONE**".

If you get the message that no postcards have been created for a category, please re-define your query at Step 1! A very few of the categories will be empty until Designers fill them.

To **UPLOAD** a JPG postcard file of your own, click on the top **TAB** that says "UPLOAD". Click the graphic that says "Click Here for SwiftBox", and your SwiftBox window will appear. (Refer to "SwiftBox Guidelines".) When the name of your file is shown under the SwiftBox graphic, click the blue arrow at the bottom of the page that says "**CLICK HERE WHEN DONE**".

A thumbnail image will be generated. It links to a PDF print file that gets auto-generated from your JPG upload!

Step 3:

Step 3 allows you to **CUSTOMIZE** the back of the postcard(s). You choose either to use the displayed template, or to **UPLOAD** your own PDF file for the back. When logged in, the fields in the template will auto-fill using your provided shipping information. Be sure to fill in that data first (see "Opening an Account").

There are currently five backside template types, (see "Template System"). Which backside template is displayed with each card front will be determined by the Administrator or Designer at the time of upload. Because some content on the back of the card is meant to go with the content on the front, you can NOT change which back template a postcard front uses. Private Label and Group Account Administrators may also have limitations on what you are allowed to customize.

To **CUSTOMIZE** the back of the postcard using the template, click a front thumbnail image above the template and fill in the template.

For a Single Postcard, there will be only one template to fill. For a Postcard Campaign, containing more than one postcard, you can customize the back of each one separately. Just click the the thumbnail of the front to customize its back. Your information will be retained as you switch between postcards, so you can copy/paste text and edit.

To leave a field blank, simply click once in the field to clear it. It will not print anything on the postcard.

You do NOT have to enter the data that a field asks for! For example, you can use an email address a the field for a phone number. You can also combine information in a field, such as adding your title after your name.

To **INSERT** an image into a template, click the graphic that says "Spot Now Empty", and your SwiftBox window will appear (see "SwiftBox Guidelines".) Leaving the "Spot Now Empty" graphic will simply leave the spot empty, and the closest text may shift over or up to compensate.

Images can only be inserted on two of the five template types. These are the "Full Template" which accepts up to two SwiftBox images, and the "Combo Template" which accepts one SwiftBox image (see "Template System")

If you want to change the position of an image that is inserted, one trick is to upload the image with extra white space to one side or another, top or bottom. The image will shift accordingly.

Images will SCALE TO FIT! If you insert a horizontal image into a vertical space, it will scale to fit the width and appear smaller. Likewise, if you insert a vertical image into a horizontal space, it will scale to fit the height.

For your assistance in maintaining a clean and consistent corporate identity, AdSwift provides over 600 common company logos for your use. These are available from a drop menu in your SwiftBox. This menu will NOT be when logged into a company's specific Private Label site. Please be authorized to use a company's identity!

To **PROOF** what the completed template will look like printed, click the "PROOF" icon under the completed template. A new window will appear and within a few seconds will display a PDF image of exactly how the back will print. If you see errors, close the PDF window, adjust the template, and proof again. If you have a campaign, repeat for each front image. When you are done customizing the back(s), click the blue arrow at the bottom of the page that says "**CLICK HERE WHEN DONE**".

To use our online PDF PROOFING tool, you MUST have Adobe Acrobat Reader and/or the Acrobat Plugin installed!

To **UPLOAD** a JPG postcard BACK of your own, click on the top **TAB** that says "UPLOAD". Click the graphic that says "Click Here for SwiftBox", and your SwiftBox window will appear. (Refer to "SwiftBox Guidelines".) When the name of your file is shown under the SwiftBox graphic, click the blue arrow at the bottom of the page that says "**CLICK HERE WHEN DONE**".

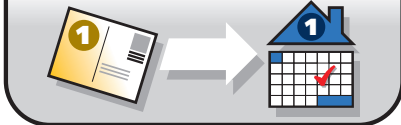
A thumbnail image will be generated. It links to a PDF print file that gets auto-generated from your JPG upload!

Step 4:

Step 4 will allow you to **SCHEDULE** your postcard mailing. If you chose a SINGLE postcard, you have the option to “BURST” (send once) or “DRIP” (send multiple times). If you chose a postcard CAMPAIGN, you can only DRIP, as each card in the campaign gets mailed consecutively over time.

Single Burst

(one postcard sent to one list now or later)



To **SCHEDULE** a SINGLE postcard to BURST, click on the BURST TAB. If the current date is not wanted, click the button that says “PICK DATE”. A calendar will appear, allowing you to choose another date. Click on the desired date and close the calendar window. Then, click the blue arrow at the bottom of the page that says “CLICK HERE WHEN DONE”.

Single Drip

(one postcard sent to multiple lists over time)



To **SCHEDULE** a SINGLE postcard to DRIP, click on the DRIP TAB. In the first menu, choose how many times to mail the postcard. In the second menu, choose the time interval between mailings. To edit any date, click the button that says “PICK DATE”. A calendar will appear, allowing you to choose another date. Click on the desired date and close the calendar window. Then, click the blue arrow at the bottom of the page that says “CLICK HERE WHEN DONE”.

Campaign Drip

(multiple postcards sent to one list over time)



To **SCHEDULE** a postcard CAMPAIGN to DRIP, use the menu to choose the time interval between mailings (the number of times to mail will be determined by the number of postcards in the campaign). To edit any date, click the button that says “PICK DATE”. A calendar will appear, allowing you to choose another date. Click on the desired date and close the calendar window. Then, click the blue arrow at the bottom of the page that says “CLICK HERE WHEN DONE”.

The schedule date for an order will automatically default to the next available mailing date, accounting for holidays and weekends. Orders placed before noon will schedule for the following day; after noon, the day after.

The calendar will NOT allow you to choose a date that has already passed. Non-postal days are disabled as well.

On Campaign Orders, where multiple postcards are used together, you can change the order that the postcards follow by setting the each date with the “Pick Date” button. They do NOT have to be chronological as in the list.

Step 5:

Step 5 lets you assign a list for **ADDRESSING** of the postcards. You have the choice to UPLOAD or ACQUIRE a list. Optionally, you can choose to NOT use a list, but have all the postcards shipped to yourself instead. You also CHOOSE between JUMBO or REGULAR SIZES here!

If you chose to drip a SINGLE Postcard, you have the option to assign a different list to each mailing. This is how to use the system for controlled and continuous prospecting.

If you chose a Postcard CAMPAIGN, you can only assign one list for all the postcards. Campaigns are designed to hit one list repetitively. This is how you keep a member base or customer base on a periodic contact program.

To **ADDRESS** your mailing, choose a list from the menu next to each postcard. Then, click the blue arrow at the bottom of the page that says "**CLICK HERE WHEN DONE**".

To **UPLOAD** a list, click the "UPLOAD TO SWIFTBOX" icon at the bottom of the page. Your SwiftBox window will appear. (see SwiftBox Guidelines). Once a list is uploaded into your SwiftBox, it will automatically appear in the list assignment menu(s)!

When you upload your list, you must adhere to list specifications. Lists must be in Excel format (.XLS) or Comma Separated Values (.CSV) and MUST contain 100 names minimum. (see "SwiftBox Guidelines")

All lists that you send with your order will be automatically run through our CASS Certification program at no extra charge. If the list certifies as more than 90% valid addresses, your order will be sent to the valid addresses and you will be billed for the minimum order quantity of 100 postcards. If the list certifies as less than 90% valid addresses, you will be contacted by a customer service representative and asked whether to proceed with the order, or given the option to provide a new list.

If you want a sample of the postcard sent to you, simply include yourself in the list!!

To **CHOOSE THE POSTCARD SIZE**, click the "card size" icon for either REGULAR or JUMBO sizes. If a list is chosen from the menu, the site will automatically calculate and display the total price of your order! Switching between the icons lets you compare the difference in price between the sizes.

REGULAR SIZE - 5.6 inches X 4.75 inches, vertical or horizontal

JUMBO SIZE - 8.5 inches X 5.5 inches, vertical or horizontal

*Prices are absolute, no matter the quantity ordered. There are NO volume discounts because AdSwift ALREADY applies the **lowest possible price** based upon the aggregate total of ALL our orders combined!*

To **ACQUIRE** a list, click the ACQUIRE TAB at the top of the page. Fill out the form with your filtering preferences. AdSwift charges .08¢ per record, and uses the most current data provided by industry leading list providers. The additional fee will be added to the postcard price.

The list will be added to the "Lists" Tab of your SwiftBox so that you can mail to it again and again without additional charge.

To **SHIP THE ORDER TO YOURSELF**, click the CHECKBOX that says "Ship All Postcards to Me Instead of Mailing Them". You will be warned of the minimum quantity required for shipping. Click "OK". Enter the number of postcards you want shipped to you, then click the button that says "CALCULATE TOTAL". The total price will be displayed. Switching between the size icons lets you compare the difference in price between the sizes. If you choose to ship to yourself, you do NOT have to specify a list in the list menu(s). This a good option if you want to have them on hand to manually mail one or more at a time as needed (i.e, birthdays, etc.)

Shipped postcards cost LESS than mailed postcards, and DO have prices scaled by volume:

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.



Postcards shipped to yourself will be laminated. Therefore, imprinting on a laserprinter will not be possible! You can apply stickers as mailing labels, or use a permanent marker to hand address.. This also applies to application of postage, where postal imprinting machines will not work and stamps must be used instead.

Overnight shipping is FREE with all shipped orders! They will be shipped to your account shipping address.

Postcards that you ship to yourself do NOT need to comply with postal guidelines on the back if you do NOT intend to mail them! Many customers find these sturdy laminated postcards useful as HANDOUTS at tradeshow and seminars! They are full-color on both sides, and you can fill the back completely with your own uploaded artwork!

Once all 5 Steps are completed, you will be shown a **Confirmation** screen where you can review all parts of your order and optionally edit certain parts. You can quickly jump to any step you wish to edit using the 5 Step buttons at the top of the page. To get back to the confirmation screen, click on Step 5, and again click the blue arrow at the bottom of the page that says **"CLICK HERE WHEN DONE"**.

If you get an error message that says "All Steps Must Be Completed", look at the five buttons at the top of the page. They should all say "DONE". If one or more does not say "DONE", click that button and complete that step properly, being sure to click the blue arrow at the bottom of the page that says "CLICK HERE WHEN DONE".

Choose a billing preset from the menu shown. If you have not created one, click the link to create one. You do NOT need to enter a credit card if you have a SwiftCode! Simply enter the SwiftCode in the promo code field instead of choosing a billing preset. SwiftCodes can be distributed by your Private Label or Group Account Administrator to subsidize your order.

Choose a shipping preset from the menu shown. If you have not created one, click the link to create one. Any USPS returned postcards will be sent to your shipping preset address.

If your order is satisfactory, click the blue arrow at the bottom of the page that says **"SEND THIS ORDER"**. Please wait until you get an "ORDER SENT" confirmation before closing the browser window or clicking anything else.

You must be logged in to send an order.

Your account login is set to TIME OUT within 30 minutes of non-activity. If you leave your computer for more than 30 minutes, you will need to login again to continue with your order.

You must have filled out your account shipping information and entered a valid credit card number to place an order. (See "Opening an Account")

Once this order has been sent, it goes directly to our printing facility and leaves our control. Shortly after you send your order, you will receive a confirmation email from "expresscopy.com", that they have received your order and are beginning to process it. If you have any reason to halt, edit, or review your order AFTER it has LEFT this site, it MUST be done directly with the printing facility! You will have a link in the confirmation email that will take you directly to your order on their site. You can login using the eMail address you used on this site for both your username and password. On DRIP mailings, you will receive a confirmation email 3 days before the scheduled mailing date. You will have the same options as above, to halt, edit, or review the mailing..

All orders are billed upon shipping. Your credit card will show "expresscopy.com" as the billing entity. DRIP mailings will be billed successively as each mailing ships.