

## Help employees understand, appreciate and get the most out of their benefits

A beautifully designed benefits guide that's easy to navigate and well written helps employees (and spouses) understand and appreciate your benefits offerings and assists them in making better-informed decisions.

We offer **appealing design styles, along with “best practice” language, user-friendly layouts and two customization options** that boost employee satisfaction and engagement.

Our designs and best-practice language are also available for additional educational pieces like **flyers, USPS postcards and home mailers, posters, slide presentations and benefits-at-a glance brochures** in the same style as your guide.



### Benefits Guide Options



View Benefits Guide  
Design Templates



View Companion Piece  
Examples

### Required Materials

To get started, please provide:

- Your chosen design style
- Your branding guidelines: logos (EPS, AI or 300-dpi PNG), fonts, colors, etc
- Your completed intake form or last year's guide
- High-resolution photos (300 dpi) you want to include

#### Premium – Most popular

**\$4,000**

Your **chosen design layout is customized with your branding, colors and images** if desired. For the guide content, we use our professionally written best-practice language or your guide from last year as a starting point. You also have some flexibility in the layout including reordering, adding or deleting pages (in the first round of edits only) for carrier extras or other offerings not shown in the template.

**Rounds of edits included:** up to eight – additional rounds \$200 each

**Estimated timeline:** 3-4 weeks

**Renewal cost:** \$3,500 with up to six rounds of edits (in the same style)

#### Custom Design – Most flexible

**\$7,500**

With this option, a **new design and layout are developed with your input to create a truly unique guide customized with your branding, colors, images and benefits details**. We start by providing three cover and layout designs from which to choose. Then, we use our professionally written best-practice language or your existing guide's language to explain your benefits offerings.

**Rounds of edits included:** up to 15 – additional rounds \$200 each

**Estimated timeline:** 3-5 weeks

**Renewal cost:** \$6,000 with up to 10 rounds of edits (in the same style)

#### Spanish Version

**\$2,500**

We'll translate your final English guide to Spanish.

**Estimated timeline:** about one week

## Companion Pieces

### Flipbook Option

We can convert new and existing benefits guides to flipbook format for \$300 each.

### Alternate Version

We can make **minor** changes to your guide to create an additional version for new hires or different employee groups for \$1,500 each with up to three rounds of edits.

### Final Delivery

We provide PDFs and print-ready artwork; there are additional charges for printing.

### Review Process

Your project manager will set up a kickoff meeting to set expectations and review the process with you.

Our time-saving intake form will help you collect all the required information.

We'll use our review platform to provide drafts and capture edits from your team.

**Premium guides include up to eight rounds of edits. Custom Design includes up to 15 rounds. After that, edit rounds cost \$200**

We can create complementary materials in the **same style as your benefits guide**. It takes about a week to produce these pieces, except full presentations, which can take up to 2.5 weeks. Includes up to three rounds of edits.

### Flyers, Posters and Postcards

**\$1,250 each**

Customized from your guide

### Home Mailer

**\$2,500**

18"x6" tri-fold, six-panel mailer or 8.5"x11" bi-fold, four-panel mailer  
Writing services available for an additional \$2,500

### Rate Sheet

**\$750**

Summary of rates

### Foreign-Language Versions

**50% of English**

For the pieces listed above

### Benefits-at-a-Glance Brochure

**\$2,500**

Four-page PDF brochure

Foreign-Language Version \$1,500

### Benefits Guide Full Presentation

**\$4,000**

PowerPoint deck customized from your guide for online and onsite presentations



## Printing and Mailing Services

Flimp can manage the printing and mailing of your benefits guide and/or companion pieces.

Contact your account manager for a quote.

