

### Inspire employees to **understand, appreciate** and get the most out of their benefits

A **beautifully designed benefits guide** that's easy to navigate motivates employees (and spouses) to learn more about their benefits and make better-informed, money-saving decisions.

We offer **a wide variety of unique design styles and user-friendly layouts** that can be tailored to your brand guidelines and content.

Additional companion pieces like **flyers, USPS postcards, home mailers, posters, benefits-at-a glance brochures and more** can also be created in the same style as your guide.

You can also embed an **Employee Benefits AI Agent** to answer employee questions and free up HR and benefits teams.



[View Benefits Guide Templates](#)

[Learn More About Companion Pieces](#)

[Learn More About the AI Agent](#)

#### Required Materials

To get started, please provide:

- Your chosen style
- Your branding guidelines: logos (EPS, AI or 500-dpi PNG), colors, etc

#### Use QR Codes

Add QR codes to your printed pieces to drive employees to your benefits guide or microsite. We'll create the codes at no cost.

#### Printing and Mailing

Flimp can manage the printing and mailing of your benefits guide and other materials. Ask your account manager for a quote.

### Guide-Customization Options

#### Premium – Most popular

**\$5,000**

Select a professionally designed template and we'll **customize it with your logo, colors and benefits details**. Interior content can be flowed from your existing guide or started using our professionally written best-practice language. Layout flexibility includes reordering and adding or removing pages for carrier extras or additional offerings. Includes eight rounds of edits.

Estimated timeline is three to six weeks.

#### Custom Design – Most flexible

**\$7,500**

Get **fully customized front and back covers** for your guide with your fonts, imagery or iconography. Includes professional design consultation, proofing, project management and unlimited rounds of edits.

Estimated timeline is six to eight weeks.

#### Additional Options

Add your own photos to Premium: \$500

Alternate version for different group: \$1,500

Embed an AI Agent: \$1,500

Custom writing services: \$1,000

Add interactive navigation to Premium: \$500

Spanish version: \$2,000

Other foreign language: \$2,500

## Revisions and Renewals

### Premium

#### Unlimited Edits: \$500 per guide

Provides unlimited rounds of revisions while the project is in **active production**. Ends when the client signs off and final files are delivered.

#### Standard Renewals: \$4,000

Includes up to six rounds of edits, use of **existing template** and standard content updates.

#### Rates-and-Dates Renewals: \$2,000

Covers updates **limited strictly to rates and dates only**. Any additional edits beyond that are billed at **\$300 per additional page touched**. Includes up to three rounds of edits and use of the **existing template**.

### Custom Design

#### Renewals: \$5,000

Includes unlimited rounds of edits, use of **existing design** and standard content updates.

### Revision Add-ons

#### Mid-year Edits: \$200 per guide

For a **single set of minor edits** after the project has been closed, update as needed with no cap on rounds.

#### Post-Distribution Edits: first two guides \$500 each, then \$250 each

Subscription option for **ongoing minor edits** throughout the year, typically monthly or bimonthly, update as needed with no cap on rounds.

## Timelines

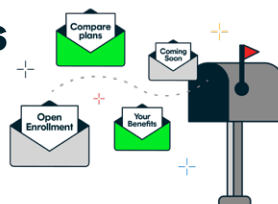
The timelines provided are **general estimates and may vary based on client or broker responsiveness, content organization and plan readiness**. Flimp makes every effort to meet client needs, but clients should plan according to these estimates.

Timelines exclude translations, printing and mailing. Alternate and foreign-language versions cannot begin until the primary version is complete and require additional time.

## Printing and Mailing Services

Flimp can manage the printing and mailing of your guide and other materials to employees.

Contact your account manager for a quote.



## Minor-Edit Guidelines

Minor edits are intended to maintain the accuracy of the existing guide and do not include redesigns, rewrites or renewal-related updates.

### Included as Minor Edits:

- Correcting spelling, grammar or punctuation errors
- Updating contact information, phone numbers, websites, emails or mailing addresses
- Updating employee contributions or payroll deductions for existing plans
- Replacing logos or swapping approved images
- Updating hyperlinks or QR codes
- Correcting formatting, alignment, spacing or layout inconsistencies
- Updating vendor names when no benefit changes are required
- Revising existing copy for clarification without changing the meaning or intent of the content
- Correcting factual errors within existing content

### Not Included as Minor Edits:

- Updating plan year or effective dates
- Adding, removing or modifying benefit plans
- Changing deductibles, copays, coinsurance, out-of-pocket maximums, eligibility rules or other plan-design details
- Adding sections or benefit categories
- Rewriting carrier descriptions, plan summaries, eligibility language or other substantive content
- Incorporating OE updates
- Reorganizing structure or navigation
- Significant design, branding or layout changes
- Adding or removing pages
- Updating to reflect new carriers, plan offerings or enrollment strategy
- Converting into a renewal version for a new plan year