

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 colors.

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

You also get an embedded **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](#)

Guide-Customization Options

All benefit guide products include industry-experienced project management and professional design services.

Required Materials

To get started, please provide:

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

Use QR Codes

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

Premium – Most popular

\$5,000

Choose a professionally designed template from our library. We'll **customize it with your logo, colors, and benefits details**. For the guide interior, we can flow in content from your existing guide or use our professionally written best-practice language as a starting point. You also have some flexibility in the layout including reordering, adding, or deleting pages for carrier extras or other offerings not shown in the template. Includes eight rounds of edits, an AI Agent and conversion to a flipbook. Estimated timeline is three to six weeks.

Add your own photos: \$500 Renewals: \$4,000 (same style)

Custom Design – Most flexible

\$7,500

With this option, you get a professionally designed benefits guide in a **custom style developed for you**, utilizing a choice of layout design and your branding, images, graphics, fonts, and benefits details. For the interior pages, we can flow in content from your existing guide or use our professionally written best-practice language as a starting point. Includes 15 rounds of edits, an AI Agent and conversion to a flipbook. Estimated timeline is six to eight weeks. Renewals: \$5,000 (same layout)

Optional Guide Versions

Alternate group \$1,500
Spanish version \$2,000
Foreign language \$2,500

Printing and Mailing Services

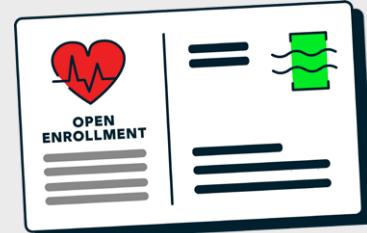
Flimp can manage the printing and mailing of your benefits guide and other materials. Contact your account manager for a quote.

Customized materials that promote benefits and drive awareness

Improve employee engagement and education during open enrollment with a variety of benefits companion pieces customized to your needs.

Flimp offers a wide range of affordable print/mail educational pieces for employers that are branded and customized with **appealing styles, designs, foreign-language options, and user-friendly layouts.**

If you don't see what you're looking for, just ask your account manager. Chances are we can do it for you.



[View Styles and Examples](#)

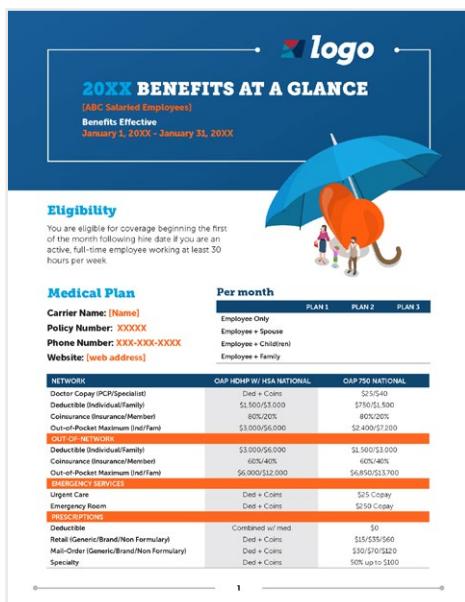
Benefits Materials Customized for Your Employees

All pieces are available in your **choice of 13 styles** or custom design and include three rounds of edits.

Four-Page Pieces

Benefits-at-a-Glance Brochures and bi- or tri-fold Home Mailers

Summary of employer-provided benefits in a brochure or mailer with up to four pages



BAAG Brochure



Click thumbnails to view in browser window

Cost: \$2,000
Est. timeline: two to three weeks
Alternate: \$1,000
Renewal: \$2,000
Foreign language: Spanish \$1,000
Other: \$1,250
Custom: +\$500
Add'l pages: \$300 each



Single-Page Pieces

Flyers, Posters, Postcards, Rate Sheets and Table Tents

Poster



Rate Sheet



Flyer



Cost: \$1,000
Est timeline: 1 to 2 weeks
Alternate: \$500
Foreign lang: Spanish \$500
 Other \$750
Custom: +\$500
Add'l pages: \$500 each

Postcard



Table Tent



Wallet Cards, Email Banners, Digital Signage

Wallet Cards



Banner/Signage



Cost: \$500
Est timeline: 1 to 2 weeks
Alternate: \$500
Foreign lang: Spanish \$500
 Other \$750
Custom: +\$500
Add'l frame: \$250 each

Presentation Template



Three slide layouts: title, section divider and content

Cost: \$500
Est timeline: 1 to 2 weeks
Alternate: \$500
Foreign lang: Spanish \$500
 Other \$750

Full Presentation



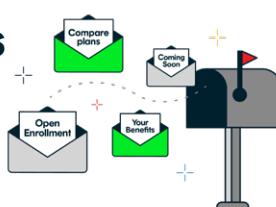
Full slide deck

Cost: \$4,500
Est timeline: 2 to 4 weeks
Alternate: \$1,500
Foreign lang: Spanish \$2,000
 Other \$2,500

Printing and Mailing Services

Flimp can manage the printing and mailing of your companion pieces to employees.

Contact your account manager for a quote.



Required Materials

To get started, please provide:

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

Use QR Codes

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

Final Delivery

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

Review Process

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

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

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.