



snapWerx

affordable commercial photography

Fast, Simple and Cost-Effective

i2b is a new and innovative product from snapWerx, the home of affordable commercial photography. It is available exclusively to snapWerx imaging clients.

The 8 1/2 x 11" tri-fold brochure is one of the most popular forms of sales collateral in use today. It is easy to handle, inexpensive to produce and generates curiosity for the customer because it opens.

snapWerx i2b creates a cost-effective and streamlined approach to creating and customizing tri-fold brochures. In conjunction with the photo shoot, snapWerx will produce a tri-fold layout consisting of images and text. The layout will be provided in Adobe .pdf format, which may be printed on any color laser printer, in addition to being easy to post on a web site for downloading.

After the initial layout is complete and approved by you, future simple edits are free for 18 months from your last purchase of any size. A simple edit is defined as picture or simple text changes that do not affect the basic layout or theme of the brochure. In most cases, the simple edit can be completed by the start of the next business day. Have a big meeting with a potential major client and want to customize the brochure for their business? No problem. An i2b simple edit can enhance the impact of the brochure. Select from previously purchased images or purchase new images from your library at our regular low price of \$49.

i2b is designed to be a fast, simple and cost-effective way to quickly keep up with the changing needs of today's increasingly competitive marketplace. It allows you to go from images to brochure in one seamless step. No more hiring a photographer, then sending the images to a separate marketing company to do the layout. i2b is intended as an added value service to our clients to improve the efficiency of their workflow and save them money at the same time. i2b is cost-effective enough to create different brochures for different vertical markets of your business. Create three brochures for the price of one from the typical marketing company!

The snapWerx tri-fold brochure is an 8 1/2 x 11", double sided document with 6 panels (inside panels may be combined into a seamless image). It is supplied in a standard file format which may be printed by any commercial printer such as UPS, FedEx Kinko's, etc., or printed on your own color laser printer using coated stock available at office supply stores.

We recommend manual folding. Not only is it typically more cost-effective, but our layout includes a folding registration mark which, when utilized, produces a folded document with some overlap on the front page, which encourages the user to re-fold it correctly, keeping the front page in front. Folding typically takes approximately 20 seconds each.

Product Summary

i2b program for snapWerx clients \$149 ea.

Includes:

- Initial tri-fold layout using purchased images
- Layout provided on pdf
- Free simple edits for 18 months from any purchase by client
- Free Charlotte images from our Charlotte stock library

Note: Company logo provided by client

i2b is available to non snapWerx clients for \$449. Includes five simple edits.



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i2b

improves
your
workflow

and

saves

you

money!



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i2b

image to tri-fold brochure service