

baby idesign holiday guidelines for placing orders

Our holiday collection is very special and very unique.

But because we are photo-based, please take a minute to read our guidelines:

Order deadline is December 3, 2007 for guaranteed pre-Christmas delivery. All proofs will be sent within 3 business days of receiving the order & photographs. Your order will ship 7-10 business days from the time the final proof is approved.

Photo Submissions:

We accept photo submissions via email or a mailed CD. Please supply baby idesign with a high-quality digital JPG file at 300 dpi (Quality Setting 7 or higher). Remember that the photo quality will affect the overall look of your card. Be sure your picture is larger than the space on your chosen card to allow for placement and cropping, and be aware of how your photo will fit in the space (e.g., a horizontal photo is a poor choice for a vertical photo space). Photographs can be converted to black and white at no extra charge, but please remember that converted photographs will not have the same contrast as an original black and white print.

You may also supply baby idesign with an original photograph. If you do so, there is a \$25 flat scanning fee for 1-4 photographs. Please understand that colors and contrast can vary due to the different scanning devices. You will be alerted to any unusual colorations and a solution will be offered for your consideration. Color correction and photo retouching will result in additional charges and baby idesign will contact the retailer with timing and price. All original photographs must be clearly labeled and will be returned with each order.

Please Note: You should not compare our professionally printed image on your card to a glossy image on photo paper, an inkjet print, or what you see on your computer screen. The color values and printing processes are very different. **The overall quality of the photograph on the final card, however, will depend greatly on the quality of the digital image provided.** Please carefully read the Color Variation section.

Photo Permission: Please make sure that when submitting a professional photograph you have the usage rights from your photographer. baby idesign will not be responsible for credits or usage and will assume that all rights have been cleared before the card is produced.

Layout and Customization:

All designs are as is. Exceptions include removing or adding a photo space, and incorporating type on the front of a flat/foldover card. **Any other change is considered a custom design, and extra charges will be incurred.** Changing the colors on our monarch cards and/or changing the size or shape of a photo space will result in a \$50 custom design fee. Changing the pattern colors or any further customization will result in a \$100 custom design fee. Specific layout instructions should be clearly noted on the order form. Please contact baby idesign directly if you are considering advanced customization. All custom orders will be filled at the discretion of baby idesign. Please be aware that there is a minimum order of 100 cards for all advanced custom orders.

All cards are printed on premium white uncoated cover stock. Unless otherwise specified, printed return addresses on envelopes will print in black ink, in a single line, centered on the back flap. We also offer red, blue, or green ink on envelopes for an additional charge (see price sheet).

Proofs:

You will receive a complimentary proof by email or fax within 3 business days of placing an order. Additional proofs are \$15 each and will be sent to you within 24 hours of requesting the change and submitting any necessary materials (i.e. a new photograph). Please review the proof carefully to make sure that all information is accurate. After proof approval, our production time is 7-10 business days. Proofs via email may appear to look slightly blurry on screen as they are low resolution. In reality, all cards will print crisp and clear and at high resolution, provided that you have used a high-resolution photograph. Please note: proof colors may vary slightly from your final printed card. Carefully read the Color Variations section.

Color Variations:

Ink lots, paper stocks, and environmental conditions can alter the visual appearance of colors. Due to these uncontrollable variables in the printing process, colors may vary from the samples shown. As this is a natural occurrence, **no discounts** will be given for these variations. Additionally, you should never compare the colors of a professionally printed image to a glossy image on photo paper, an inkjet print, or what you see on your computer screen. The color values and printing processes are very different. We take pride in delivering high-quality cards and know that our production is top in the industry.

Copy:

Please fill out our order form completely. Only text written on the order form will be printed. Do not assume we will copy the sample shown in the book. Please, rewrite any information you request and indicate whether it prints on the inside or out. We have a "Suggested Greetings" page to help you with wording. We also offer a variety of different typestyles. Please feel free to pick and choose the typeface you prefer on your card. Our samples are only suggestions. Make sure to indicate the typestyle and case on the order form.

Errors and Cancellations:

Any error due to the mistake of baby idesign (typo or failure to make a specific change) will result in an immediate reprint at our expense. Any errors due to the retailer will not be compensated for by baby idesign and may result in a time delay. Once an order has been faxed and a proof delivered to the retailer, the job can not be cancelled. If the customer chooses to do so, there is a **50% of the total order cancellation fee.**

Time:

Please remember the holidays are an extremely busy time of year for everyone and we urge you to urge your customers to place their orders as early as possible. **Our deadline for placing orders is Monday, December 3, 2007.** Please remember that standard turnaround time is **7-10 business days from the time the proof is approved. This does not include shipping time** from our New York office, which is usually 5 days to the West Coast. Please do not contact us with delivery inquiries; you will receive a shipping notice with tracking information as soon as each order ships. We are happy to accommodate orders after our deadline, but this does not guarantee pre-Christmas delivery. Please note we do not accept rush orders during the holiday season. Please contact us if you have extenuating circumstances.