

FAQs

How is the FlipLink flipbook created?

The FlipLink application takes the static files from a printed catalog or flyer and converts them into a digital Flash® version. The application's background, borders, navigation items, colors, and linking can all be modified to work with our clients' marketing materials.

What artwork is required to create a FlipLink flipbook?

We prefer EPS files, but can convert from most files, including PDFs or the collected Quark®, PageMaker®, and InDesign® documents.

Will the FlipLink flipbook look different graphically from our printed materials?

Most often we use a printed material's EPS file to convert to the flipbook. This method, to a large degree, maintains font, image, and logo integrity.

Can we have links to our Web site built into the FlipLink flipbook?

Yes. Hyperlinks can be added to direct the reader to your Web site.

What is the viewing size for a FlipLink flipbook?

We have designed FlipLink to work from 1024 x 768 to 1280 x 1024 on a variety of display sizes, including laptops.

What are the end user's technology requirements?

FlipLink is optimized for Internet Explorer®, Firefox®, and Safari. Flash® Player 6.0 or above is required for viewing.

Can pages from the FlipLink flipbook be printed?

Our technology allows for the pages to be printed as you browse. You also have the option of downloading a PDF of the document that can be printed in its entirety.

Can I incorporate sound and video on the pages?

Yes, but keep in mind that large files may impact the quality of the playback based upon the end user's computer speed and Internet capacity.

How much programming knowledge must I have to be able to upload a flipbook to a Web site?

You do not need to be a programmer, but you do need to be somewhat tech savvy, as it involves directing files via FTP Client Software.

Do I need a Web site to publish my FlipLink flipbook?

No, OPMA can host the flipbook for you. You can notify your customers through a link we will supply.

Do pages need to be built in a certain size and format (i.e., 8 1/2" x 11" portrait)?

A publication can be any size. However, it will work best if all pages are consistent in size.

Can a FlipLink flipbook be updated down the road?

Pages can be added to or revised as needed with a nominal per page charge.

How do you handle e-mail blasts?

OPMA can e-mail blast the flipbook for you with an HTML announcement. Or, we can supply you with an animated GIF and link to embed in an e-mail to send to your database on your own.

How much does a FlipLink flipbook cost?

Pricing is dependent upon document size and features requested. [Contact us today](#) for a complete cost estimate.