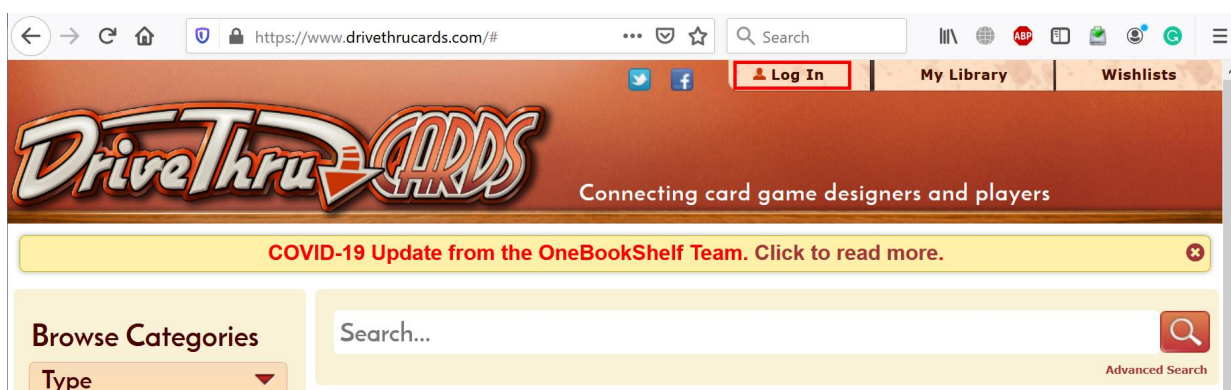


1. Getting started

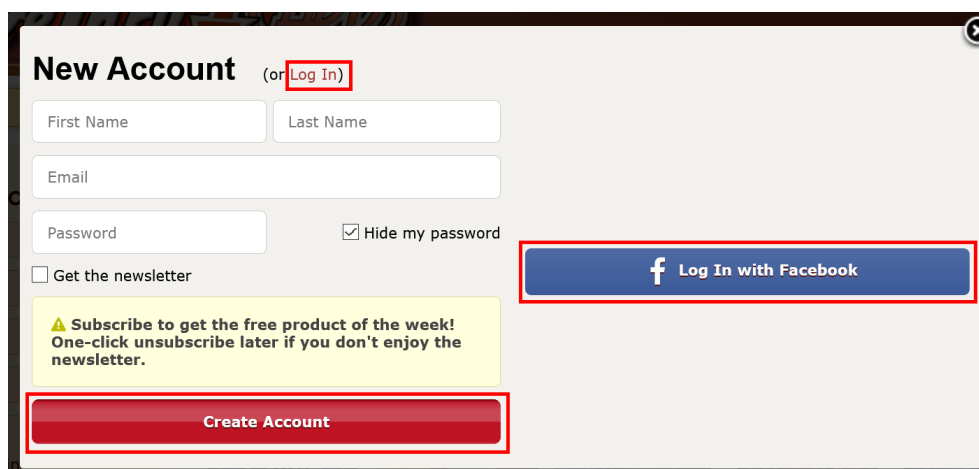
ALeP provides generated PDF files for DTC (DriveThruCards) so you can print out the packs as they are released. This is the simplest method of printing cards. All you need to do is: create and log into your DTC account, upload a desired PDF file, add the deck to your cart and you're ready to checkout. The following will guide you through this process. Please note: if there are more than 130 cards in the pack, it consists of several PDF files.

If you want to customize the deck, please proceed to the next section ([2. Customizing the deck](#)). For example, you might want to combine several packs together, add additional copies of some player cards, etc.

- Open <http://www.drivethrucards.com> and click **Log In**.



- If you already have an account, click **Log In**. If not, choose either **Create Account** or **Log In with Facebook**.



- Once you logged in, open this direct link: <https://www.drivethrucards.com/joinchoice.php> and click **Create My Non-Exclusive Publisher Account** button (if you did not do that before).

Compare Account Types		
	Download Exclusive	Download Non-Exclusive
Earnings on digital sales	70% of customer price you set	65% of customer price you set
Digital sales channels	Only resold through DriveThruCards.com	Sold anywhere
Earnings on printed sales	70% of print margin*	65% of print margin*
Printed sales channels	Sold anywhere	Sold anywhere
Enhanced title rotation	Yes	No
Bonus on-site promotion	Yes	No
	Create My Exclusive Publisher Account	Create My Non-Exclusive Publisher Account

- Scroll to the bottom, check **I Agree**, enter **Publisher Account Name** (must be unique), and click **Set up My Publisher Account**.

Payments

You may choose to be paid by US dollar check or by Paypal.

We make payment on the 15th of each month based on sales for the prior calendar month. If the total payment amount due is less than one-hundred dollars (US \$100), then we may accrue the amount due to the following month's amount due instead of making payment.

Warranties

You represent and warrant to us that you have the right to enter into this agreement.

You indemnify us and will hold us harmless from any claims, suits, loss, and damages arising out of allegations of copyright or trademark infringement or libel arising out of our distribution and sale your titles.

Termination

You may terminate our right to sell the titles you've uploaded to us after giving us a six (6) month notice period.

If you do not receive timely payment from us, then you can send us notice for non-payment which we have thirty days to correct or else you can terminate for non-payment at the end of the thirty day period.

By checking "I agree" below and setting-up your publisher account, you acknowledge that you have read, understand and agree to be bound by the terms above.

You also agree to receive the monthly publisher newsletter email (though you can unsubscribe from the newsletter email later if you wish).

☒ **I Agree ***

Publisher Account Name *

Set up My Publisher Account Cancel

- Set the correct **PayPal Email** and click **Save** button.

Payment Settings

- ☐ Pay by Check
☒ Pay by PayPal

PayPal Options

PayPal Email: required

- ☒ Let me "cash out" manually whenever I want
☐ Pay me automatically at the end of each month

Optional Settings

Optional Settings

Your Logo:

Drag and Drop logo file to upload
(or click here)

➔ **Drop files** to upload
(or click)

Your Website URL:

Save

- Open this direct link: https://www.drivethrucards.com/pub_enter_product.php. Enter **Title** (any), set **Selling Price** to \$0, and choose **Cover image** (any image file).

Enter A New Product

First time using this tool? Click here.
* Indicates required field

Title Data

* **Title**

Author(s):

Artist(s):

Number of cards:

Price: ☐ Check to make this title Pay What You Want. Fill in a non-zero Selling Price below as the suggested payment amount. ([more info](#))

Download Option	Currency	Selling Price	Original Price (optional)
PDF	USD	\$0 *	\$

Selling Price should be at least \$0.50, unless free. **Please do NOT enter a currency sign (\$).**

Product page text: Provide a product description similar to what you might find on a title's back cover. Do not include any hyperlinks in this description except those leading to other products on this site or another OneBookShelf sister site.
Only links to specific domains are permitted in product descriptions. [show list](#)

Rich Text Editor: B I U ABC | Styles Paragraph

Image Upload: Drag & Drop your images here or click to open file explorer
Images will appear here after successful upload.

Cover image: 001-1-Thengel-1.jpg

Path: p

Cover images should be 350 to 900 pixels wide (larger images, closer to 900 pixels wide, are better), in PNG, JPG, or GIF format and in 2.5 x

- Scroll to **Category Assignments** section and check one subcategory (any of them) under each main category: **Type, Theme, Age** and **Players**.

Category Assignments

Filters: (check all that apply) *Check 1 to 3 subcategories under each main heading/category type that applies to you. (Suggestions for new filter categories can be sent [here](#).)*

Type

- ☒ CCG
- ☐ Stand Alone Game
- ☐ Casual Games
- ☐ Board Game Component
- ☐ Entertainment Cards
- ☐ Poker Deck Designs
- ☐ Tarot Deck Designs
- ☐ Gift Certificates
- ☐ Publisher Resources
- ☐ Bundles
- ☐ Books About Cards
- ☐ Strategy Guides
- ☐ Tie-In Books
- ☐ Tie-In Comics

Theme

- ☒ Abstract
- ☐ Brainy

- Scroll to the bottom and click **Save Title Data and Continue to Preview Description.**

Purchase note: This note will be included in the order notes when someone purchases this product. You can use it to tell them about related products, give a special discount code, etc.

Rich text editor with toolbar (Bold, Italic, Underline, ABC, Styles, Paragraph, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Image, Video, Table, Undo, Redo, etc.)

Path: p

Video URL:

Save Title Data and Continue to Preview Description

A link to a video preview
 Adding a YouTube or Vimeo video preview explaining or demonstrating your product will dramatically improve your sales.
 Example: <http://www.youtube.com/watch?v=r-Rs1k49Spw>
 Example: <http://vimeo.com/8733915>
 (only click this button once; it may take a while to upload the cover image)

- Click Save and Continue button.

Your Royalty: Setting your percent cut to 65%; contact [publisher services](#) if this is incorrect.
 /var/www/html/images/17784/001-1-Thengel-1.jpg
 /var/www/html/images/17784/326621.jpg
 /var/www/html/images/17784/326621.jpg
 /var/www/html/images/17784/326621.jpg
 /var/www/html/images/17784/326621.jpg
 /var/www/html/images/17784/326621.jpg

Title: Frogmorton

Preview Title Listing in New Window

Edit Title Data

Save and Continue

- Click **Upload print-ready file.**

Title data entered successfully!

Card Publishers:
 You're not done yet!

1A. If you only need printed copies for your use:

Upload and manage printed card files.
Upload print-ready file

1B. If you plan to sell on DriveThruCards:

If you have digital print-and-play files, upload them here.
Upload digital file(s)

For printed cards, upload your print-ready PDF file.
Upload print-ready file

If your title has a rulebook, upload it for easy customer viewing.
Upload rulebook file

2. Link to Your Social media
 Let people know about your new release using the links below. If you are a brand new publisher you should wait to announce your product until it has been approved.
[Share](#) |

3. Cross-list on Sister sites
 If your product applies to any of the below "sister sites" click the Sister Sites button to manage where it will appear on those sites. Please only cross-list to appropriate sites.
 DriveThruComics
 DriveThruFiction
 DriveThruRPG
 WargameVault
Sister Sites

- Select **Premium US Poker Card(s)** in the dropdown, drag and drop the PDF file and click **Begin Card File Upload** button. Wait until the file has been uploaded (depending on your Internet connection speed, this may take a while).

Manage Card Products

Editing Premium US Poker Card(s) print option for *Frogmorton*

You are editing an existing option. This option will be made private in our catalog until the updated option has been processed and you have reviewed a proof copy. If you are changing the Card Type and uploading a new file, change the Card Type first.

Choose Card Type: Premium US Poker Card(s)

Drag and drop card file here to upload
(or click here)

This file will be uploaded:
Frogmorton.pdf
42.3 MiB

Begin Card File Upload

Status Messages

- Click **Click here after uploading your files** button.

You are editing an existing option. This option will be made private in our catalog until the updated option has been processed and you have reviewed a proof copy. If you are changing the Card Type and uploading a new file, change the Card Type first.

Choose Card Type: Premium US Poker Card(s)

Card File Upload Finished

Do you want to include a custom printed tuckbox for this deck?: No

Need answers about our tuckboxes? Visit our Publisher Knowledge Base

Status Messages

Card file **Frogmorton.pdf** successfully uploaded!
Reload this page to upload a different or revised card file.

WARNING: Your PDF is not in PDF/X-1a format. We will attempt to convert it, but this could result in visible differences. [Click here for more info.](#)

Click here after uploading your files

- Don't change anything in the form, just click **Complete Setup** at the bottom.

Download Option	Currency	Selling Price	Original Price (optional)
PDF (<i>not enabled for sale</i>)	USD	\$0.00 *	\$

Selling Price should be at least \$0.50, unless free. **Please do NOT enter a currency sign (\$).**

Card Type	Print Cost	Margin	Selling Price	Original Price (optional)
US Poker Card, Premium Card Stock, Double-sided, Rounded-corner, Low-gloss UV Coating (<i>not enabled for sale</i>)	\$0.90	\$0.00 *	\$0.90	\$

Add-on Cost
\$0.00
How much do you want to charge for the PDF when purchased with a print edition ? Example: if you enter \$2 here and the print version costs \$10, then the print + download combo will cost \$12.

* Indicates required field

Complete Setup

- Click the "here" link.


Manage Card Products


Print option successfully added. Next, order a proof copy of your cards by clicking [here](#).

[Manage another print option](#)
[Return to publisher account](#)

- If needed, update **Quantity** and click **Checkout** button.



Advanced Search

 **My Cart** Checkout



Frogmorton

Print Format: Premium US Poker Card(s)



- 1 +

X \$0.90 = \$0.90

- Specify **Shipping Address**, **Shipping Method**, click **Next** button, and finish the order.
- If you want to print another deck, you don't need to repeat all the steps related to creating a new product. Just proceed to this link: https://www.drivethrucards.com/pub_upload_podcard_files.php. Select an existing product from the dropdown, choose **Premium US Poker Card(s)**, and click **Enter New Print Option**.

Manage Card Products

Tutorials on creating print-ready files for cards are [available here](#).

Try out our [Deckbuilder](#) tool for US Poker-sized cards.

Please note that On Demand Technologies is very specific on card print file requirements. If you do not review this information your files will probably be rejected and have to be redone.

Enter New Print Option

Select Product:

Frogmorton (private)

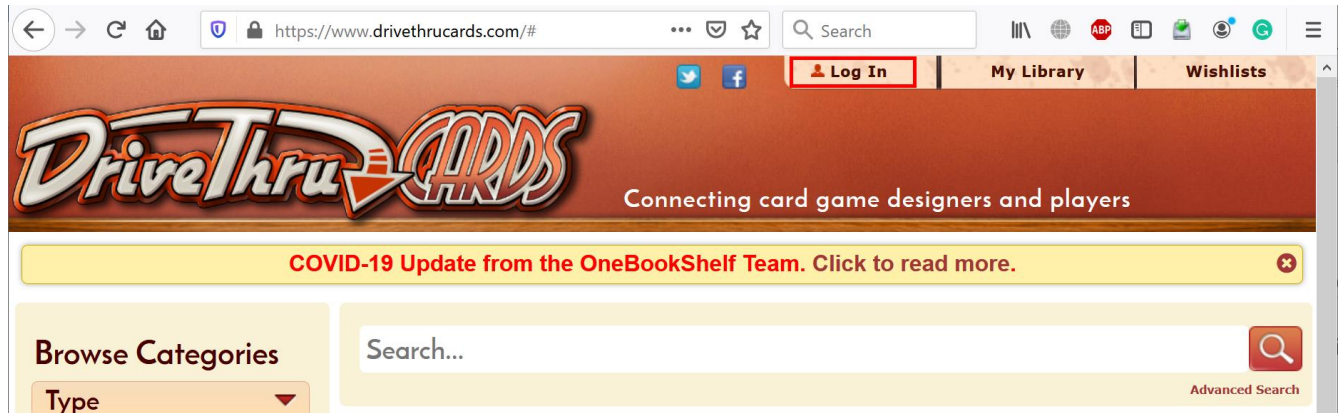
Choose Card Type: Premium US Poker Card(s)

Enter New Print Option

2. Customizing the deck

If you want to customize the deck, download either **7z** or **zip** archive for **DriveThruCards** from ALeP web-site (make sure that its name starts with “**DTC**”). Extract files from the archive. If there are no more than 130 cards in the pack, it contains just two folders: **front** and **back**. Otherwise, on the top level, there are folders **deck1**, **deck2**, etc. and each of them contains two subfolders: **front** and **back**. Do all the required customizations (add or remove cards, etc.)

- Open <http://www.drivethrucards.com> and click **Log In**.



- If you already have an account, click **Log In**. If not, choose either **Create Account** or **Log In with Facebook**.

New Account (or **Log In**)

First Name: Last Name:

Email:

Password: ☒ Hide my password

☐ Get the newsletter

Log In with Facebook

Create Account

Subscribe to get the free product of the week! One-click unsubscribe later if you don't enjoy the newsletter.

- Once you logged in, open this direct link: <https://www.drivethrucards.com/joinchoice.php> and click **Create My Non-Exclusive Publisher Account** button (if you did not do that before).

Compare Account Types		
	Download Exclusive	Download Non-Exclusive
Earnings on digital sales	70% of customer price you set	65% of customer price you set
Digital sales channels	Only resold through DriveThruCards.com	Sold anywhere
Earnings on printed sales	70% of print margin*	65% of print margin*
Printed sales channels	Sold anywhere	Sold anywhere
Enhanced title rotation	Yes	No
Bonus on-site promotion	Yes	No
	Create My Exclusive Publisher Account	Create My Non-Exclusive Publisher Account

- Scroll to the bottom, check **I Agree**, enter **Publisher Account Name** (must be unique), and click **Set up My Publisher Account**.

Payments

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Warranties

You represent and warrant to us that you have the right to enter into this agreement.

You indemnify us and will hold us harmless from any claims, suits, loss, and damages arising out of allegations of copyright or trademark infringement or libel arising out of our distribution and sale your titles.

Termination

You may terminate our right to sell the titles you've uploaded to us after giving us a six (6) month notice period.

If you do not receive timely payment from us, then you can send us notice for non-payment which we have thirty days to correct or else you can terminate for non-payment at the end of the thirty day period.

By checking "I agree" below and setting-up your publisher account, you acknowledge that you have read, understand and agree to be bound by the terms above.

You also agree to receive the monthly publisher newsletter email (though you can unsubscribe from the newsletter email later if you wish).

☒ **I Agree ***

Publisher Account Name *

Set up My Publisher Account Cancel

- Set the correct **PayPal Email** and click **Save** button.

Payment Settings

- ☐ Pay by Check
☒ Pay by PayPal

PayPal Options

PayPal Email: required

- ☒ Let me "cash out" manually whenever I want
☐ Pay me automatically at the end of each month

Optional Settings

Optional Settings

Your Logo:

Drag and Drop logo file to upload
(or click here)

➔ **Drop files** to upload
(or click)

Your Website URL:

Save

- Open this direct link: <https://www.drivethrucards.com/builder/deck/>. Choose **US Poker on Premium Stock** as **Card Type**, specify **Deck Name** (any) and click **Add New Deck** button.

Create a New Deck

Select Card Type:

US Poker on Premium Stock

Enter Deck Name:

Frogmorton

Add New Deck

- Drag and drop images from the **back** folder (from **deck1/back** folder if there are several decks) and wait until all images have been uploaded (depending on your Internet connection speed, this may take a while).

1

2

3

4

5

Upload Back Images

Edit Back Images

Upload Front Images

Edit Front Images

Assemble My Deck

« Back

Next »

Please be sure you have the right to use the image you upload. Most images found online are copyright protected.

Drag and drop files here or click to upload.

Previously Uploaded Images

- Click **Next** button.

1

2

3

4

5

Upload Back Images

Edit Back Images

Upload Front Images

Edit Front Images









Assemble My Deck

« Back

Next »

Please be sure you have the right to use the image you upload. Most images found online are copyright protected.

Drag and drop files here or click to upload.

Thumbnail	Name	Size	Actions
	001-1-Ingold-2.jpg	942.73KB	
	002-1-Celador-2.jpg	942.73KB	
	003-1-Thengel-2.jpg	942.73KB	
	004-1-Herubrand-2.jpg	942.73KB	




- Review all images and click **Next** button.

12345

Upload Back ImagesEdit Back ImagesUpload Front ImagesEdit Front ImagesAssemble My Deck

« BackNext »

Image Upload Notes

Order	ImageID	Image	Warnings	Dimensions	Color	Ratio	Resolution	Actions
1	545520			825 x 1125	CMYK	Passed	Passed	 

- Repeat for the front cards: drag and drop images from the **front** folder (from **deck1/front** folder if there are several decks) and wait until all images have been uploaded (depending on your Internet connection speed, this may take a while), then click **Next** button.

12345

Upload Back ImagesEdit Back ImagesUpload Front ImagesEdit Front ImagesAssemble My Deck

« BackNext »

Please be sure you have the right to use the image you upload. Most images found online are copyright protected.

Drag and drop files here or click to upload.




- Review all images and click **Next** button.

12345

Upload Back ImagesEdit Back ImagesUpload Front ImagesEdit Front ImagesAssemble My Deck

« BackNext »

Image Upload Notes

Order	ImageID	Image	Warnings	Dimensions	Color	Ratio	Resolution	Actions
1	545531			825 x 1125	CMYK	Passed	Passed	 

- Carefully review front and back sides of all cards. When finished, click **I'm finished** button.

- Verify that the next screen says **“Your deck is complete!”**. Click **“you can order a print here”** link.

- If needed, update **Quantity** and click **Checkout** button.

- Specify **Shipping Address**, **Shipping Method**, click **Next** button, and finish the order.
- Also, in some time (up to an hour) you will receive a link to the final PDF file generated by DriveThruCards. You can share this file with somebody else.