

# Walgreens

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## Walgreens QuickPrints: 5x7 Folded Photo Card Layout Guide

## Introduction

With the Walgreens QuickPrints API & SDKs, developers can enable their applications to print 5x7 folded photo cards that can be picked up at a local Walgreens store with same day pick-up. The folded card product is currently available at over 4,000 Walgreens locations across the United States.

### Folded Photo Card Examples



**Portrait card**



**Landscape Card**

### Folded Photo Card Highlights

- Each 5x7 folded photo card is priced at \$1.99 plus tax, including one envelope per card
- Available with same day pick-up at over 4,000 Walgreens locations
- Available in either portrait or landscape orientation
- Folded photo cards are produced on 100 lb. satin finish card stock
- Photo card envelope (5.25" x 7.25") is produced on 80 lb. weight paper
- Walgreens top selling templates for 5x7 folded cards will be made available to developers
  - Available templates can be found on the Walgreens Photo web site<sup>1</sup>

### What this document covers

This document explains how to properly configure images for printing on a 5x7 folded photo card. Topics that will be covered include:

- Photo printing process
- General requirements
- Requirements for portrait cards
- Requirements for landscape cards
- Templates

*NOTE: This document will not cover the APIs needed to print out a folded card. For more information on the APIs, refer to the QuickPrints API/SDK documents<sup>2</sup>.*

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<sup>1</sup> Walgreens Photo web site: <http://bit.ly/wagcardtemplates>

<sup>2</sup> QuickPrints-related documents are located at: <https://developer.walgreens.com/api-overview/QuickPrints>

## Folded Photo Printing Process

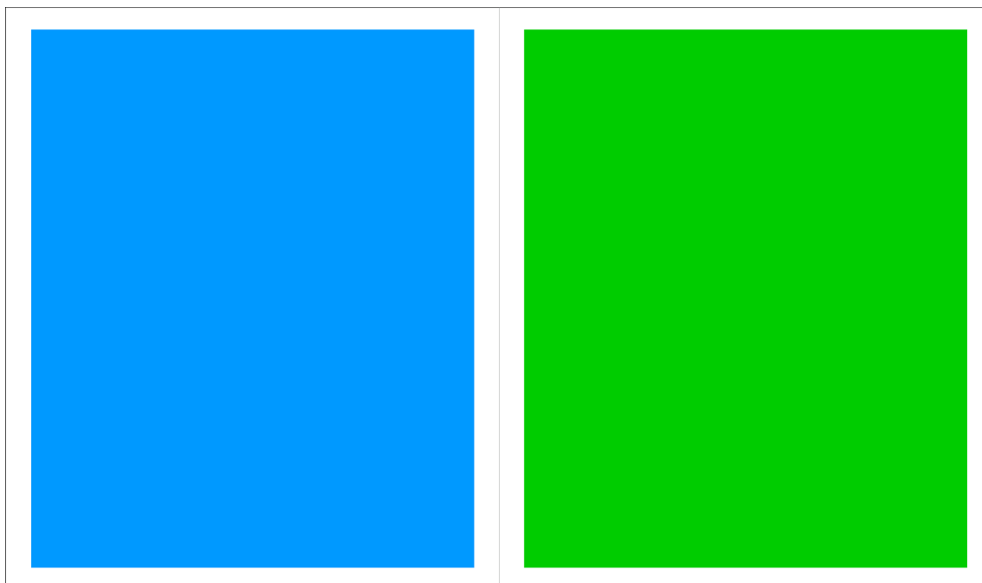
It's important to understand the process to create a folded card. This information should be used when allowing application users to customize their folded cards.

- The application should accept four images in order to print one folded photo card
- The printer prints on a single 10" x 7" pre-scored sheet (double sided), so the application will have to combine two images to represent the inside of the card (known as the inner image), and combine the other two images to represent the front and back of the card (known as the outer image)
  - The printable area on the pre-scored sheet is 0.25 inches from the edge of each side of the sheet, so the printable area is 9.5" x 6.5"
    - Refer to "Diagram of the maximum print area for a folded card" on page 4 for a visual representation of the maximum print area
  - Rendered images will be scaled and centered to fit in the printable area
    - If a different aspect ratio is used, some of the rendered image will be cropped
- After the images are printed, the pre-scored sheet will be folded in half to form the 5x7 folded card

### Example

If the user wants to create a custom portrait card that has a 0.25" border along each page<sup>3</sup> of the folded card, then the user needs to submit four 4.5" x 6.5" images. (Normally, users would submit four 4.75" x 6.5" images.) When the images are combined, the application must add a 0.5" spacer between the two images.

### Example of purposely having a border along the fold of a folded card



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<sup>3</sup> Each folded card has 4 pages: the cover of the card, 2 pages once the card is open, and the back of the card

### Folded Photo Card Requirements

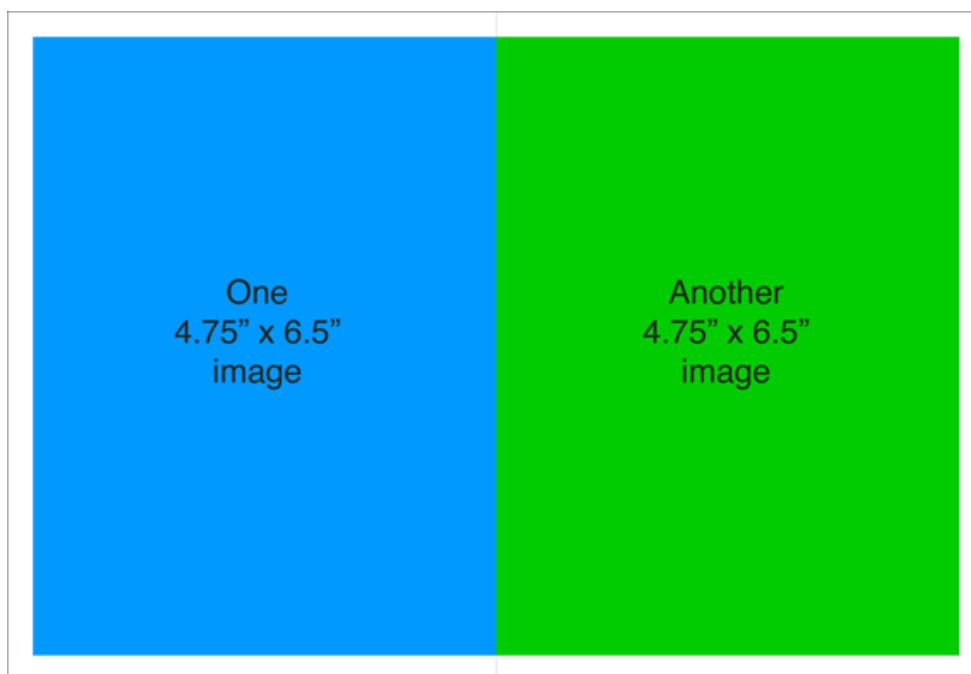
To guarantee that the printed 5x7 folded cards will be of the highest quality, the following recommends should be adhered to:

- Image resolutions:

	Individual (4.75" x 6.5")	Combined (9.5" x 6.5")
Minimum resolution for a portrait card	712 x 975	1424 x 975
Maximum resolution for a portrait card	1425 x 1950	2850 x 1950
	Individual (6.5" x 4.75")	Combined (6.5" x 9.5")
Minimum resolution for a landscape card	975 x 712	975 x 1424
Maximum resolution for a landscape card	1950 x 1425	1950 x 2850

- The aspect ratio of the image should match the same aspect ratio of the maximum resolutions listed above; e.g. a combined image for a landscape card must have an aspect ratio of 0.684
- Required file format = JPEG
- Maximum file size = 3 MB
- When uploading the photos, always upload the outer image before the inner image

Diagram of the maximum print area for a folded card



## Photo by Walgreens Branding Requirements

Due to the fact that all image panels for a 5x7 folded card are rendered and uploaded by the integrating application, it is a requirement of any development effort that the “Photo by Walgreens” brand icon is included on the bottom of the back panel, horizontally centered.

The brand icon is shown below and the asset files can be downloaded at the following link:

- PNG Format: [https://developer.walgreens.com/sites/all/files/photocard\\_logo.png](https://developer.walgreens.com/sites/all/files/photocard_logo.png)
- PSD Format: [https://developer.walgreens.com/sites/all/files/photocard\\_logo.psd](https://developer.walgreens.com/sites/all/files/photocard_logo.psd)



The photo card specific branding requirements are in addition to those outlined in the API Integration & Marketing Style Guide which can be found on the Walgreens Developer Portal at the following link: [https://developer.walgreens.com/sites/all/files/WalgreensAPIIntegrationMarketingStyleGuide\\_081213.pdf](https://developer.walgreens.com/sites/all/files/WalgreensAPIIntegrationMarketingStyleGuide_081213.pdf).

## Image File Naming Convention Requirements

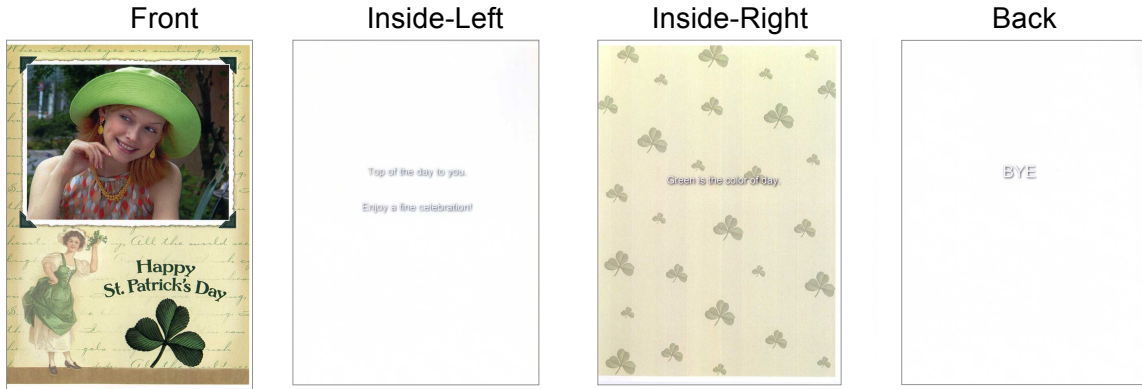
The names of the image files/pages for the Folded Cards product must adhere to the following syntax:

**“P” + page number (including leading zeros) + \_image name + “.jpg”**

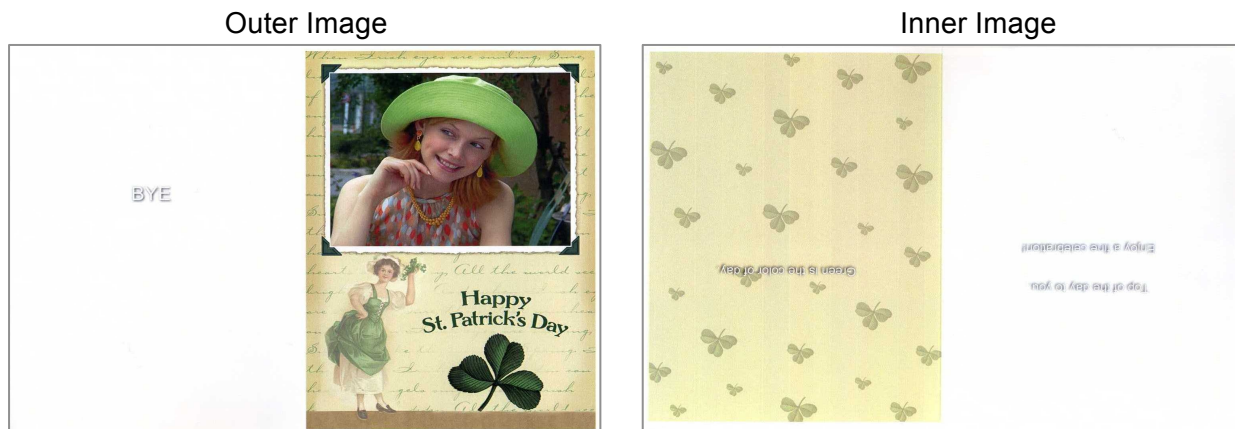
- For example: **“P001\_imagefilexyz.jpg”** would be the final filename for the first image, which originally had a filename of **“imagefilexyz.jpg”**
- **“Page number” shall always be a three-digit number with either one or two leading zeros**
- **The first page is always “001”; pages 2 to 9 shall also be represented as a three digit numbers (e.g. 002-009)**
- **Pages 10 to 20 shall be represented as a three-digit numbers; e.g. “010”, “011”, ..., “020”**

### How to assemble the images for a 5x7 Folded Card (Portrait Orientation)

1. The portrait orientation photo folded card has four 5x7 pages for images
  - a. Front
  - b. Inside-Left
  - c. Inside-Right
  - d. Back



2. Convert the four 4.75" x 6.5" images into two 9.5" x 6.5" images:
  - a. The outer image can be created by combining the Back image and the Front image
  - b. The inner image can be created by combining the Inside-Left image and Inside-Right image, and then rotating the inner image by 180 degrees
3. The final images for printing should look like the example below:



Sample 5x7 Folded Portrait Card





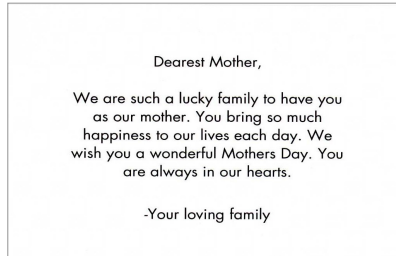
**How to assemble the images for a 5x7 Folded Card (Landscape Orientation):**

1. The landscape orientation photo folded card has four 5x7 pages for images
  - a. Front
  - b. Inside-Top
  - c. Inside-Bottom
  - d. Back

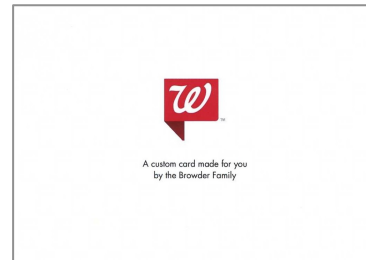
**Front**



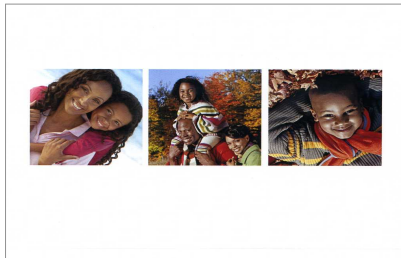
**Inside-Top**



**Back**



**Inside-Bottom**



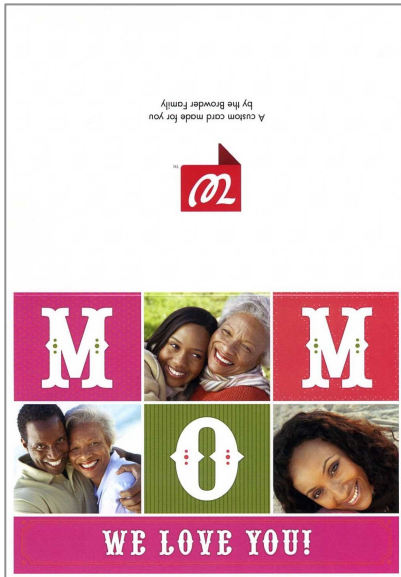
2. Convert the four 6.5" x 4.75" images into two 6.5" x 9.5" images:

- a. Create the outer image by rotating the Back image 180 degrees, then combine it with the Front image
- b. Create the inner image by combining Inside-Bottom image with the Inside-Top image along the long seam, then rotate the inner image by 180 degrees

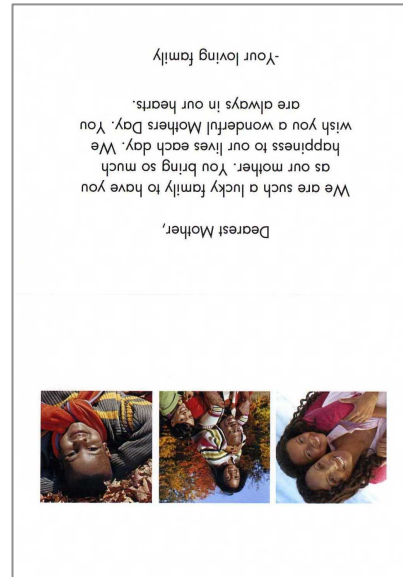


3. The final images for printing should look like the example below:

Outer Image



Inner Image



Sample 5x7 Landscape Folded Card

