DriveThruCards

DriveThruCards.com is part of a family of sites operated by **OneBookShelf**, operator of premiere online marketplaces for eBooks and print-on-demand comic books, roleplaying games, and fiction for over ten years. **Over 800 publishers**—from big names you've seen in print to small press innovators—have come together to make sure customers can get what they want, when they want it.

DriveThruCards is a marketplace dedicated to stand-alone card games, custom poker decks, deck-building games, and other card products delivered in high-quality printed formats.

With DriveThruCards, you can:

Sell your current card products

Bring back out-of-print card products and turn them into evergreen products

Release expansions for existing card and board games

Offer replacement cards to customers who lose or damage them

Publicly or privately beta test new card games

Create custom poker decks to promote your brands

Why DriveThruCards?

DriveThruCards helps you deliver high-quality printed editions of your card products directly to your customers within days of ordering them.

No print inventory investment: Our print-on-demand service allows you to offer titles in print without having to invest thousands of dollars in printed inventory, without having to ship products from printer to warehouse to distributor to retailer. With the print-on-demand service, your card decks are printed individually as customers purchase them. Your cost? A mere $0.08/ per card.

A large, dedicated audience: Your entire library is available 24/7 to over 200,000 unique visitors browsing OneBookShelf sites each month.

New revenue stream equals more profits: With a low print cost and no distributor discounts, you can make more by selling your in-print, out-of-print, and never-before-printed card products on DriveThruCards. Per unit, you will often make more than double the profit margin over traditionally printed products.

Any number of cards: Whether your product is a 250-card set, a 10-card expansion, or card singles, you can offer it profitably.

Easy-to-use sales tools: Our publisher tools make it easy to upload your products and track your sales. And you control every aspect of your product including how your product is viewed and at what price it's sold.

Easy-to-use marketing tools: We'll help you promote your titles too. We'll work with you to place your titles in key locations on our homepage, give them placement in our newsletter, help generate consumer and professional reviews, advertise on key websites and on our affiliate sites, and run promotions and sales.

Deck-building and collectible cards: Starting soon, DriveThruCards will offer two unique deck-building options: customers can customize their own deck or buy a randomized booster pack. Both options will allow the publisher to adjust prices and availability of cards by rarity.

What printed formats do we offer?

Sizes
U.S. Poker (2.5" x 3.5"), Tile (6" x 6"), & Tile (8" x 10")
Coming soon: European Poker (63mm x 88mm)
Coming soon: Tarot (2.75" x 4.75")

More to be added later based on publisher demand.

Paper Stock
Standard: Tango 12-point C2S playing card stock. Nice snap, good wearability, great for the majority of card products.

Premium: Arjo-Wiggins 305gsm blackout layer premium card stock.

All cards have a low-gloss UV coating on both sides.

Printing
Full color (4/4) on both card sides. You can have one common card back or variable card backs. Full-bleed (no common border color required) is also available at no extra charge.

Cost

U.S. Poker:	$0.08/card (Standard); $0.105/card (Premium)
Tile (6" x 6"):	$0.25/card (Standard)
Tile (8" x 10"):	$0.52/card (Standard)

Sample cards for review are available upon request.

How is the printed deck delivered?

Card decks are wrapped in two cellophane bands and shipped directly to your customers. Additionally, we offer two clear plastic deck boxes (one holds 70 cards, the other 120 cards) that a customer can choose to order at checkout.

Rulebooks are delivered as downloadable PDFs directly from DriveThruCards.

Royalties:

Printed Card Products: Publishers at DriveThruCards receive 70% of the margin above the print cost. For example, a 60-card deck costs $4.80 to print. You set the price for sale at $12.00. Upon each sale, the margin equals $7.20 ($12.00 less $4.80). At the 70% royalty, you receive $5.04 per sale.

Print-n-Play Card Products: Publishers can also offer download print-n-play versions of its card products and earn a 70% royalty on the sales price of print-n-play versions. If you price a download version at $5.00 you receive $3.50 per sale.

If a publisher offers its print-n-play versions through other channels, the royalty for both printed and print-n-play products is 65%.

Your royalties are paid every month. We have paid publishers reliably every month for over ten years.

Contact Us:

ONE BOOKSHELF

To learn more or to get started in setting up your card products on **DriveThruCards**, contact:

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