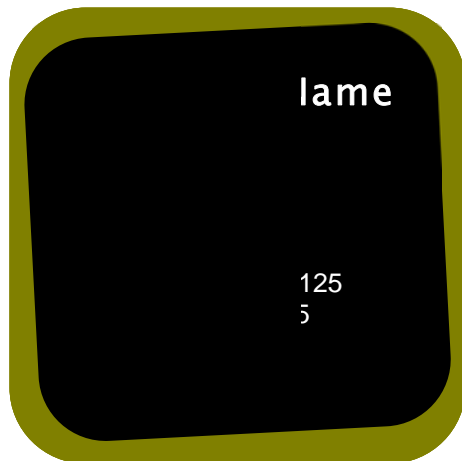


Booklet Title

YOUR LOGO
HERE

We give you three easy ways to order:

- Visit us on the Web
- Fill out the order form and mail it to us
- Call us



Company Name

Date

Volume 1, Issue 1

YOUR BUSINESS TAG LINE HERE

Use this space to give a brief summary of your company's products and services

Table of Contents

The Purpose and Benefit of a Booklet 1

Getting Started 1

Inserting Your Own Art..... 2

Using Pull Quotes 2

Using Text Boxes 3

 Resizing a Text Box..... 3

 Nudging a Text Box into Position 3

Products or Services 4

Order Form..... 5

Order Form

Last Name _____

First Name _____ M.I. _____

Address _____ Apt./Unit _____

City _____ State _____ ZIP Code _____

Phone () _____ E-Mail _____

Method of payment ☐ ☐ ☐

 Check VISA MasterCard

Credit Card # _____ Exp. Date _____

Name as it appears on card _____

Signature

Item No.	Price	Qty.	Amount
Subtotal			
Tax			
Shipping			
Total			

distance with each keystroke by first zooming in on the document. To cover a greater distance with each keystroke, zoom out. You can zoom out or in by clicking **Zoom** on the **View** menu.

Products or Services

PRODUCT OR SERVICE

Describe the product or service here. Include a brief description and any features.

Price: \$00.00
Item #: 000000
Type: Type

PRODUCT OR SERVICE

Describe the product or service here. Include a brief description and any features.

Price: \$00.00
Item #: 000000
Type: Type

PRODUCT OR SERVICE

Describe the product or service here. Include a brief description and any features.

Price: \$00.00
Item #: 000000
Type: Type

PRODUCT OR SERVICE

Describe the product or service here. Include a brief description and any features.

Price: \$00.00
Item #: 000000
Type: Type

PRODUCT OR SERVICE

Describe the product or service here. Include a brief description and any features.

Price: \$00.00
Item #: 000000
Type: Type

PRODUCT OR SERVICE

Describe the product or service here. Include a brief description and any features.

Price: \$00.00
Item #: 000000
Type: Type

PRODUCT OR SERVICE

Describe the product or service here. Include a brief description and any features.

Price: \$00.00
Item #: 000000
Type: Type

PRODUCT OR SERVICE

Describe the product or service here. Include a brief description and any features.

Price: \$00.00
Item #: 000000
Type: Type

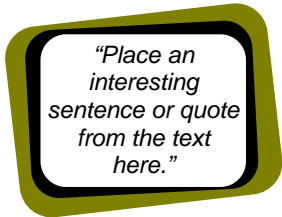
The Purpose and Benefit of a Booklet

The purpose of this booklet is to advertise a product or service. Booklets can be a great way to market your company's products and can also help build your organization's identity.

Getting Started

First, determine the audience of the booklet. This could be anyone who might benefit from the products or services it contains. Next, establish how much time and money you can spend on your booklet. These factors will help determine the length of the booklet and how frequently you publish it. If your booklet is acting as a catalog of products or services, it's recommended that you publish at least quarterly so that your

booklet is considered a consistent source of information. Your customers or employees will look forward to its arrival.



Also consider how you want to print your booklet. You can print it on a desktop printer, at a copy shop, or at a

commercial printing service. In addition to your budget, the complexity of the publication—including whether you print it as a black and white or a color publication—will help determine the best method for printing your publication.

Before you print your booklet, consider how you will bind its pages. The method you choose depends upon your booklet's page count, its intended use, and your budget. For example, if your booklet contains just a few pages, you might choose the most cost-effective option: folding and stapling. If it contains more than a few pages, consider comb or coil binding, which use a continuous, spring-shaped piece of plastic that enables your booklet to lie flat and fold back on itself for easy reading. For thick booklets, you might use a more permanent (and expensive) method called "perfect binding," used for paperback books.

Inserting Your Own Art

You can replace the pictures in this template with your company's art. To do so, click where you want to insert the picture. On the **Insert** menu, point to **Picture**, and then click **From File**. Locate the picture you want to insert, and then click it. Next, click the arrow to the right of the **Insert** button, and then click either **Insert** to place a copy of the picture into the booklet, **Link to File** to display the picture without actually inserting a copy, or **Insert and Link**. Since **Insert** embeds a copy, the picture is always visible, but it may greatly increase the size (in bytes) of your booklet depending on how large the picture is. In contrast, **Link to File** does not increase the size, and if you make changes to the original picture, they automatically show up in the booklet. But the picture won't be displayed if viewed from a computer that can't link to the original. **Insert and Link** inserts a copy so that the image is always available, and also automatically updates changes to the original.



Using Pull Quotes

You can draw readers into the information in your booklet by using a pull quote, like the one on page two. A pull quote is a phrase or sentence taken from your main column and set apart so that it's easy to see. It can be set apart in several ways. Typically, you place it in a text box and then position the box either in the margin or within the main column (with the column text flowing around it). In addition, you might format the pull quote differently from the main column by centering it or changing the typeface, style, and size of the font. The text of a pull quote should be engaging. When a reader flips through your booklet looking for a reason to read it, a pull quote can provide that reason.

Using Text Boxes

The pull quotes and clip art in this template are contained in text boxes. A text box offers a flexible way of displaying text and graphics; it's basically a container. You can move a text box around, positioning it just where you want it; you can resize it into a tall narrow column or into a short wide column, or even rotate it so that the text reads sideways.



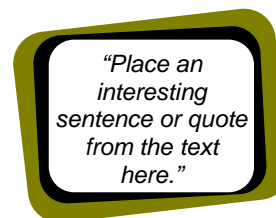
Resizing a Text Box

To move a text box, select it so that it has either a hatched or dotted border. Then, move the cursor over the border of the text box until the pointer becomes a four-headed arrow, and then drag the text box to its new location.

Nudging a Text Box into Position

Sometimes you may want to move a text box slightly in one direction or another, but you find that using the mouse doesn't give you the degree of control you want. You can achieve finer control of movement by using the arrow keys on your keyboard.

To do so, click anywhere in the text box so that its borders become visible, and then click a border to select the text box. Next, press the arrow keys to move the text box. A single



keystroke moves the text box a single increment, while holding an arrow key down keeps the text box moving.

If granularity of movement is really important to you and you want as much control as possible, you can cover less