

ReadM^Ore

Using books to build community.

DIRECTIONS FOR USING MARKETING MATERIALS

Materials are provided in Microsoft WORD® documents that can be customized for your event(s).

POSTERS (2 VERSIONS)

8.5 x 11 Posters can be printed on any quality letter paper that is compatible with your printer.

Distribute as handouts and post on walls, windows and doors.

BOOKMARKS

Print on quality heavyweight letter paper (48 lb. weight recommended) that is compatible with your color printer.

Bookmarks are 2-sided. The WORD document has two pages. Be sure to print page 1 on one side of paper and page 2 on the other side.

There are four bookmarks per 8.5 x 11 paper. Use the grey tick marks between the bookmarks (top and bottom) as a guide for trimming out the bookmarks.

EBLAST

Text boxes in the document can be customized with your information and used with your email server or saved and emailed as a PDF file.

To make a PDF from WORD:

1. From "File" in the main menu, select "Print."
2. In the Print dialog box, select "Adobe PDF" from the "Printer" options.
3. Click "Print" at the bottom of the dialog box.
4. Open the PDF to make sure that it looks correct.

Then, send the PDF as an attachment in an email with a personal introduction.

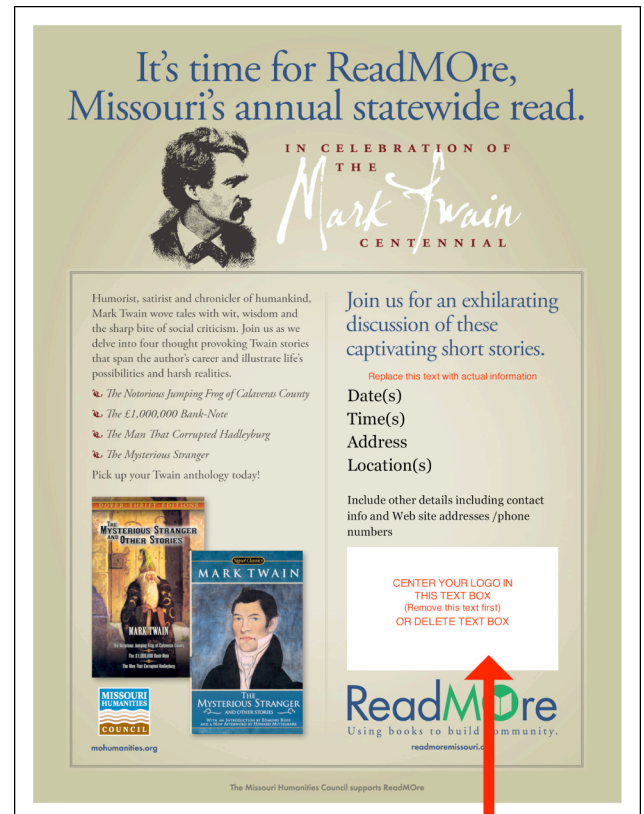
PLACE YOUR LOGO IN THE LOGO BOXES SHOWN IN THE WORD DOCUMENTS

HERE'S HOW:

1. Select the text box and delete the red text.
2. From "Insert" in the Main Menu, Select "Picture", "From File" and find the JPEG logo from your computer.

Your logo will be placed in the appropriate position and size in the logo box.

Text boxes in the documents can be customized with information for your events.



PLACE YOUR LOGO IN THE RECTANGULAR BOX IN EACH DOCUMENT