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## BROCHURES...make them powerful!

Producing a brochure is easy; making sure it's successful in catching the attention of your customers is a totally different story. If there is one thing that you should ensure when creating a brochure, it's making sure to add a personal touch that sets your brochure, or any printed material for that matter, apart from the rest. Here are some important things to keep in mind:

### EMPHASIS

The use of fonts and art is your advantage when controlling how customers see your brochures. Skillfully highlighted photos and bold, eye catching fonts ensure the correct emphasis on the most important aspects of your brochure. You always want to direct your customer's navigation of your material and never confuse them. Brighter colors and larger, bolder fonts will bring focus to areas and information that you want noticed first. Don't overuse this technique or it will lose its impact. Make your direction subtle and easy to follow.

### FOLD

There are various ways of folding a brochure, and while it may not seem obvious, the fold has a big impact

on your customer's experience in reading. The simplest option is a trifold. It's what probably 90% of all brochures use. You can easily step up your brochure game with a double gate, double parallel, or a French fold. Curious about what these different folds are? Just ask! We are happy to bring you into the know! **Pro tip:** know how you want your customers to read through your brochure and choose the most appropriate fold based on this.

### SIZE

Bigger brochures not only send the message that you have something great to offer, they also grab attention more easily. The difference between an 11" x 17" brochure and an 8.5" x 11" can be the deciding factor on whether or not a sale is made...and that may well make the difference in cost worth it.

### LAYOUT

Adding photos to reference and bring clarity to your text will help get your message across perfectly and it will also increase the likelihood of your materials and message being remembered. Breaking up text into

sections keep the attention of your customers long enough for them to take in all that you have to offer with fewer chances they will skip over vital information. Planning is important and will show.

## THE BEST PART

You don't have to lose sleep over how in the world you're going to find the time to create something that will have such a positive impact on your customers. Atlanta AdGraphics will take your information, photos, ideas, and make them into a reality! We will make sure the folds are perfect, everything is correctly positioned, and looks exactly how you have envisioned your brochure!

You'll never be pigeon-holed with having to choose a template. We think that you, your company, and your products are unique in some way...therefore, your printed materials should be just as unique.

## 6 TIPS FOR CREATING AN EFFECTIVE BROCHURE

**1. TARGET YOUR MESSAGE.** Pay attention to your wording. The most effective brochure is the one that reaches the hands and minds of your target audience. Instead of a broad message...target your message to a specific type of person or group of people.

**2. FOCUS YOUR MESSAGE.** Not only should you target a specific audience, you should also focus on a specific message. If you're introducing a new product, don't add a sales pitch for other products. For the greatest impact, focus on one product or service.

**3. ADDRESS YOUR READERS.** When you create your text, write like you would talk to a friend who is unfamiliar with your product. Explain how your product or service can help them in a specific, positive way. Use language that is easy to understand.

**4. REPRESENT YOUR BRAND.** Your brochure is the centerpiece of your marketing materials. Design with your brand in mind. Use your logo, colors that coordinate with your brand throughout the design. Choose fonts and graphics that support your brand's image.

**5. BE PROFESSIONAL.** Your brochure reflects your business...therefore, it should be professional. Use quality paper and high resolution images to ensure that you get the best results.

**6. GRAB ATTENTION.** In addition to the size of your brochure, add a unique feature to set it even further apart from others. Example, add a high-profile testimonial or a special, limited-time-offer on a product or service. Creativity puts your brochure, and your brand, in the spotlight!

# Earn some new FANS....and keep 'em cool!

Cool off your customers, or friends, with our promotional hand fans. These custom hand fans can be printed with your business, school, or event logo and information.

Any event that you're attending outside during the summer months is a perfect opportunity to showcase your business with a hand fan. Keep people cool...and your name waving in front of them...for a very reasonable price.

Some perfect opportunities to use a hand fan....

- Festivals
- Outdoor Concerts
- Weddings
- Fairs
- Carnivals
- Picnics
- Company Outings
- Baseball Games
- Tennis Matches
- And the list goes on...





## ACROSS

- 1 PC "get out" key
- 4 Bunch of bees
- 9 Small perfume bottle
- 13 Liverpool lavatory
- 14 Spooky
- 15 Vampire novelist Rice
- 16 Green Mexican dip
- 19 Corp. budgetary execs
- 20 Military uniform ornament
- 21 Muscle overexertions
- 23 Atmospheric prefix for sphere
- 24 Rustic lodging
- 25 \_\_\_\_\_ helmet (safari gear)
- 27 Trash bag closures
- 33 Patronize for a meal
- 35 \_\_\_\_\_ and hearty (in good shape)
- 36 Three in Sicily
- 37 Clumsy one
- 38 One-horned safari beast
- 40 Keogh plan alternative
- 41 Prefix meaning "singular"
- 42 Corn eaters' leftovers
- 43 Dam-building mammal
- 46 Circular spots on fabrics
- 49 Argued a legal case
- 50 Lowest card in a royal flush
- 51 Frozen rain
- 53 Sincere

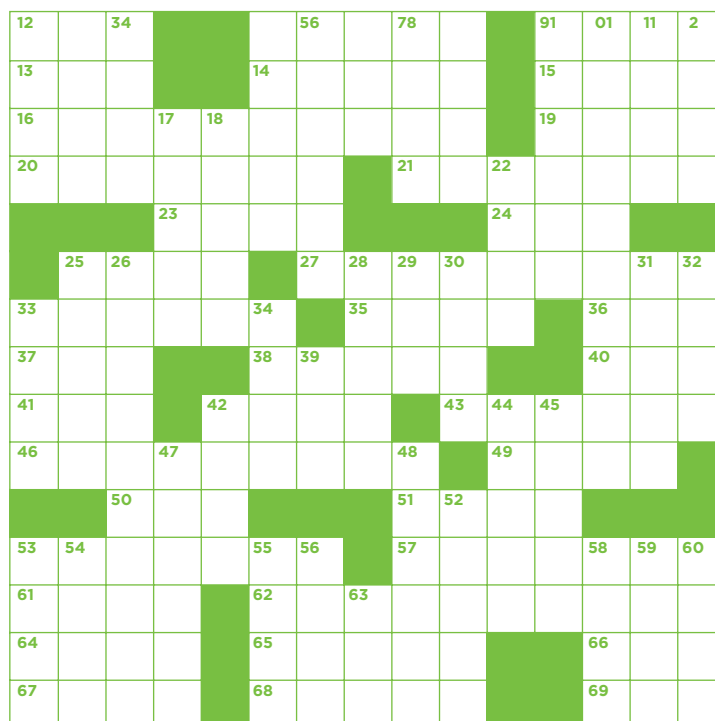
- 57 Workers' earnings
- 61 Actor Alda or Rickman
- 62 Much-contested area in presidential elections
- 64 Dove's home
- 65 More pleasant
- 66 Shoe without laces, for short
- 67 Achilles' weak spot
- 68 Prepare for an exam
- 69 Unwelcome picnic arrival

## DOWN

- 1 Other than that
- 2 Lather producer
- 3 Dark soft drink
- 4 Early evening hour
- 5 Infant
- 6 Incoming LAX flight
- 7 Disposes (of)
- 8 Get together
- 9 Available for rent
- 10 Basic verb form
- 11 "Author unknown", for short
- 12 Not as much
- 17 Hotel's deluxe offering
- 18 Maui greeting
- 22 Baptism or bar mitzvah
- 25 Join a group, as for spying
- 28 Forerunner of bridge
- 29 Fleming of action fame
- 30 Less-than-ideal roommate

- 31 Went astray
- 32 Char on a grill
- 33 Beautiful, informally
- 34 Walked heavily
- 39 Pioneering cable movie channel
- 42 Walking stick
- 44 Monumental tales
- 45 Parcel out
- 47 Hound's hotel
- 48 Polished, as shoes
- 52 Furious
- 53 Priced individually
- 54 Sunblock ingredient

- 55 Tax form IDs
- 56 Ridicule
- 58 Parental nickname
- 59 British prep school
- 60 Offshoot group
- 63 Post-op area



Answer Key: Click Here

# Fun in the Sun Six Summer Safety Tips

Beautiful weather is a treat! But, the heat can be a challenge. Here are a few easy steps to stay safe and comfortable this summer.

- 1. Wear sunscreen.** The sun's rays damage our skin if we aren't careful. Broad spectrum sunscreen with at least SPF 15 protects from radiation and sunburns. Wide-brimmed hats and light, breathable clothing helps as well.
- 2. Stay cool in extreme heat.** In the heat of the day, limit your time outdoors and avoid strenuous activities. If you start to feel dizzy, faint, or nauseous, move to a cooler place, take a cool shower/bath, and have a cool drink.
- 3. Hydrate.** Drink plenty of fluids...and don't wait until you are thirsty. Electrolyte drinks can help you replenish the essential minerals you need....but, watch out for those high in sugar! Pet and kids need plenty of water too!
- 4. Avoid harmful plants.** Poison ivy, poison oak, and poison sumac aren't really "poisonous", but they do cause a rash in most people who touch them. Make sure you know what they look like and steer clear!
- 5. Use insect protection.** Mosquito bites can spread diseases...and are just really uncomfortable. Clothing that covers your limbs can help protect you from mosquitoes and ticks. Always check yourself for ticks after coming in from grassy, brushy, or wooded areas.
- 6. Practice food safety.** Food poisoning happens most often in the summer. Never marinate or thaw food at room temp. Don't leave meats and veggies on the counter, or outside, during a barbecue for extended periods of time.

Summer  
is for fun.



# Juanita's Strawberry Pie

*Not much says "Summer!" like a homemade strawberry pie. It doesn't even matter if you take a small cheat and use a Pillsbury frozen pie crust and Cool Whip! We promise that no one will ever complain.*

## INGREDIENTS

- 1 cup Water
- 1 cup granulated Sugar
- 3 tablespoons Cornstarch
- 6 tablespoons Strawberry Jell-O
- 1 pound Strawberries, cleaned, stems removed, and left whole
- 1 9" Deep Dish Pie Crust, baked

## DIRECTIONS

1. Bake pie crust in a 350° oven until lightly browned. Remove and set aside to cool while you make the glaze and prepare your berries.
2. Blend sugar, cornstarch, Jell-O, and water together in a medium-sized pot over medium heat.
3. Cook stirring occasionally, until the glaze becomes thick. You will know it's thick enough when it can coat the back of a spoon, and the glaze will slowly come off the spoon.
4. Place drained, whole, fresh strawberries into your baked pie crust.
5. Pour cooked glaze over berries making sure each strawberry is coated. Chill at least 2 hours.
6. Serve with a dollop of Whipped Cream or Cool Whip and watch the smiles happen.



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