Laser Marketing Tool Kit
Customization Instructions

IMPORTANT NOTES

- DROPBOX
  Samples and Templates can be viewed and downloaded via dropbox at the following link:
  https://www.dropbox.com/sh/suhaedmg3i9jk3s/AAA3kGx5CoaHafxOFbJP8jbva?dl=0

  If you do not have a Dropbox account, you will need one to access/download these files.
  Dropbox accounts are free. Also be sure that you use the same email address for your Dropbox
  account that you use to communicate with Dr. Huddleston.

- SAMPLES AND TEMPLATES
  Samples are available for you to view as a "finished" sample

- PRINTING
  Each file has been sized for printing with bleeds (meaning, the color will run off the edge)
  If you need additional sizes, please contact sarah@tentoesmarketing.com

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APPOINTMENT CARDS

Final print size: 3.62" x 2.12"

Steps to Customize:

1. Download the TEMPLATE from Dropbox and save to your device (i.e. Desktop, My Documents, etc.)
2. Open in one of the following programs:
   a. **Photoshop**:
      i. Choose the PDF or the JPG template to edit
      ii. leave 1/8" of space from the edge for print bleeds
      iii. insert your logo into the appropriate white space
      iv. insert a text box and enter your practice contact information (recommended font type: Arial | recommended font size: 8)
      v. save as PDF to ensure correct print size
   b. **Adobe Acrobat**
      i. Choose the PDF template to edit
      ii. select "Edit PDF" from your tools
      iii. select "Add Image" to insert your logo (leave 1/8" from the edge)
      iv. select "Add Text" to insert your contact information (leave 1/8" from the edge")
      v. save as PDF

    c. **Microsoft PowerPoint**
  i. Choose the JPG template to edit
  ii. select "Insert Picture" to insert your logo (leave 1/8" from the edge)
  iii. select "Insert Text Box" to insert your contact information (leave 1/8" from the edge")
  (recommended font type: Arial | recommended font size: 8)
  iv. select all elements, right click, and "Group"
  v. select all elements, right click, and "Save as Picture"; save as JPG

    d. **Microsoft Publisher**
  i. Choose the JPG template to edit
  ii. select "Insert Picture" to insert your logo (leave 1/8" from the edge)
  iii. select "Insert Text Box" to insert your contact information (leave 1/8" from the edge")
  (recommended font type: Arial | recommended font size: 8)
  iv. select all elements, right click, and "Group"
  v. select all elements, right click, and "Save as Picture"; save as JPG

IN-OFFICE POSTERS

Final print size: 24.5" X 36.5"

Steps to Customize:

1. Download the TEMPLATE from Dropbox and save to your device (i.e. Desktop, My Documents, etc.)
2. Open in one of the following programs:
   a. **Photoshop**:
      i. Choose the PDF or the JPG template to edit
      ii. leave 1/4" of space from the edge for print bleeds
      iii. insert your logo into the appropriate white space
      iv. save as PDF to ensure correct print size
   b. **Adobe Acrobat**
      i. Choose the PDF template to edit
      ii. select "Edit PDF" from your tools
      iii. select "Add Image" to insert your logo (leave 1/4" from the edge)
      iv. save as PDF
   c. **Microsoft Publisher**
      i. Choose the JPG template to edit
      ii. Create a custom Publisher File Size of 24.5" x 36.5"
      iii. select "Insert Picture" to insert your logo (leave 1/4" from the edge)
      iv. select "Save As"; save as PDF

NEWSPAPER ADS

Final print size: 6.3" X 9.85"

Steps to Customize:

1. Download the TEMPLATE from Dropbox and save to your device (i.e. Desktop, My Documents, etc.)
2. Open in one of the following programs:
    a. **Photoshop**:
        i. Choose the PDF or the JPG template to edit
        ii. leave 1/4" of space from the edge for print bleeds
        iii. insert a text box and enter your practice name in the Call To Action line (recommended font type: Arial | recommended font size: 24)
        iv. insert your logo into the appropriate white space
        v. insert a text box and enter your practice contact information (recommended font type: Arial | recommended font size: 16)
        vi. save as PDF to ensure correct print size
    b. **Adobe Acrobat**
        i. Choose the PDF template to edit
        ii. select "Edit PDF" from your tools
        iii. select "Add Text" to enter your practice name in the Call to Action line (recommended font type: Arial: | recommend font size: 24)
        iv. select "Add Image" to insert your logo (leave 1/4" from the edge)
        v. select "Add Text" to enter your practice contact information (recommended font type: Arial: | recommend font size: 16)
        vi. save as PDF
    c. **Microsoft Publisher**
        i. Choose the JPG template to edit
        ii. Create a custom Publisher File Size of 6.3" x 9.5"
        iii. Select "Insert Text" to enter your practice name in the Call to Action line (recommended font type: Arial | recommended font size: 24)
        iv. select "Insert Picture" to insert your logo (leave 1/4" from the edge) Select "Insert Text" to enter your practice contact information (recommended font type: Arial | recommended font size: 16)
        v. select "Save As"; save as PDF

PATIENT BROCHURES

Final print size: 11.103" X 8.627" (2-SIDED)

Steps to Customize:

1. Download the TEMPLATE from Dropbox and save to your device (i.e. Desktop, My Documents, etc.)
2. Open in one of the following programs:
    a. **Photoshop**:
        i. Choose the PDF template to edit
        ii. insert your logo into the appropriate white space
        i. insert your contact information in the appropriate white space (recommended font type: Century Gothic | recommended font size: 16)
        iii. save as PDF to ensure correct print size
    b. **Adobe Acrobat**
        i. Choose the PDF template to edit
        ii. select "Edit PDF" from your tools
        iii. select "Add Image" to insert your logo on back cover
        ii. select "Add Text" to insert your contact information on back cover (recommended font type: Century Gothic | recommended font size: 16)
        iv. save as PDF

NOTE: SIMPLE PRACTICE LOGO STICKERS AND CONTACT INFORMATION STICKER/LABELS ALSO WORK WELL ON THIS TYPE OF MARKETING MATERIAL.

POSTCARDS/HANDOUTS

Final print size: 6.12" X 4.12"

Steps to Customize:

2. Download the TEMPLATE from Dropbox and save to your device (i.e. Desktop, My Documents, etc.)
3. Open in one of the following programs:
    a. **Photoshop**:
        i. Choose the PDF or the JPG template to edit
        ii. leave 1/4" of space from the edge for print bleeds
        iii. insert your logo into the appropriate space
        iv. insert a text box and enter your practice name in the Call To Action line (recommended font type: Arial | recommended font size: 16)
        v. use the same text box to enter your practice contact information (recommended font type: Arial | recommended font size: 14)
        vi. save as PDF to ensure correct print size

b. **Adobe Acrobat**
   i. Choose the PDF template to edit
   ii. select "Edit PDF" from your tools
   iii. select "Add Image" to insert your logo (leave 1/4" from the edge)
   iv. select "Add Text" to enter your practice name in the Call to Action line
   (recommended font type: Arial: | recommend font size: 16)
   v. use the same text box to enter your practice contact information
   (recommended font type: Arial | recommended font size: 14)
   vi. save as PDF
c. **Microsoft PowerPoint**
   i. Choose the JPG template to edit
   ii. select "Insert Picture" to insert your logo (leave 1/4" from the edge)
   iii. select "Insert Text Box" to insert your contact information (leave 1/8" from the edge")
   (recommended font type: Arial: | recommend font size: 16)
   iv. use the same text box to enter your practice contact information
   (recommended font type: Arial | recommended font size: 14)
   v. select all elements, right click, and "Group"
   vi. select all elements, right click, and "Save as Picture"; save as JPG
d. **Microsoft Publisher**
   i. Choose the JPG template to edit
   ii. select "Insert Picture" to insert your logo (leave 1/8" from the edge)
   iii. select "Insert Text Box" to insert your contact information (leave 1/8" from the edge")
   (recommended font type: Arial: | recommend font size: 16)
   iv. use the same text box to enter your practice contact information
   (recommended font type: Arial | recommended font size: 14)
   v. select all elements, right click, and "Group"
   vi. select all elements, right click, and "Save as Picture"; save as JPG