

Laser Marketing Tool Kit Customization Instructions

Your marketing tool kit samples and templates can be found here:

<https://medraylaser.com/practice-marketing-tool-kit/>

APPOINTMENT CARDS

Final print size: 3.62" x 2.12"

Steps to Customize:

1. Download the TEMPLATE from the webpage listed above 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
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IN-OFFICE POSTERS

Final print size: 24.5" X 36.5"

Steps to Customize:

1. Download the TEMPLATE from the webpage listed above 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
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NEWSPAPER ADS

Final print size: 6.3" X 9.85"

Steps to Customize:

1. Download the TEMPLATE from the webpage listed above 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
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PATIENT BROCHURES

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

Steps to Customize:

1. Download the TEMPLATE from the webpage listed above 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