Ascend

F A Q

Producing Direct Mail Pieces and Tradeshow Posters

Helpful Hints

The Ascend <u>cd accelerator tool kit</u> contains electronic files necessary to reproduce co-branded pro-motional pieces. In order to customize any of these direct mailers, you will need to provide your design firm with the following:

* *An electronic or camera-ready copy of your company logo*
* *Translation of text (if applicable)*
* *Your telephone number and contact information*
* *Your reply mail address and mail permit number (if available)*

1. *How do I reproduce these promotional materials?*

Simply decide which promotional piece you want to print and contact your local advertising/PR agency for translation and design adjustments. Provide them with the Ascend <u>cd accelerator tool kit</u>, sample printed mailer, your logo, mailing/reply information and a copy of the following disk instructions. Eligible resellers can submit a Pre-Approval/Final Claim Form to activate your Co-op funds. Complete Step 1 of the form, include cost estimates and promotional information, and fax to Ascend Co-Op Program Coordinator at 312.243.2531.

2. *How do I work with the files?*

• All documents are created for the Macintosh in one of the following programs:

FreeHand 7.0	Adobe Illustrator 6.0
Adobe Photoshop 3.0	QuarkXpress

Please check the folder entitled "Source." All programs and versions are listed next to the file names. Most of the files have been compressed and will self-expand when selected.

• All documents are supplied in English.

• All linked graphics and photos; some of the type fonts are enclosed in their respective document folder.

• To use the Ascend <u>cd accelerator tool kit</u>, simply insert it into your CD ROM drive (the path is SOURCE/CO-OP) and copy the chosen folder to your computer's hard drive. The folders are in self-expanding (sea) format.

• If fonts are supplied, open the document folder on your hard drive and copy the document's font folder to your system's font folder and restart your computer.

• Once restarted, double-click on the mailer document's icon to open it.

• Once open, you are ready to translate and make any desired logo and mailing information revisions.

3. *Is there anything else I need to know?*

Now that you have made all the appropriate translations, revisions and postal requirement changes, you are ready to go to press. To maintain quality control, obtain color proofs and samples from your printing company. Also request a press-check so that the document can be reviewed while it is printing. Follow the above steps and production should go smoothly.

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