



Guidelines for Printing and “Stamping” CPA Marketing Brochures

The instructions below will help you make the most of the CPA Marketing Toolkit for Small Business brochures.

Note: you will not be able to modify the file text on your personal computer.

Note: due to varying computer settings, the colors as shown on your monitor may appear differently when printed.

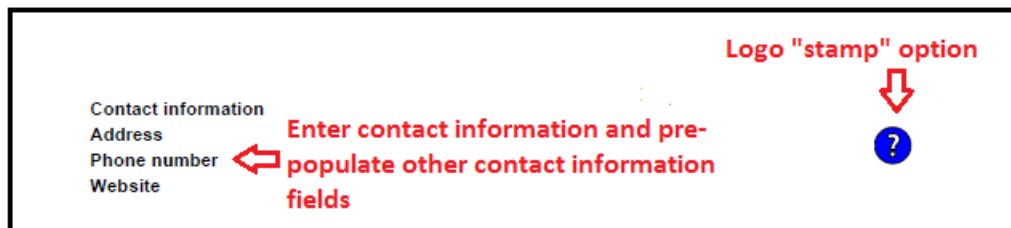
Brochure printing instructions:

You can access three versions of the brochures from the CPA Marketing Toolkit for Small Businesses:

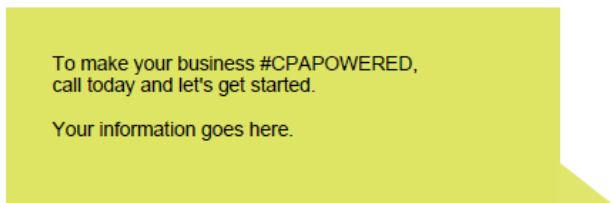
- High-resolution, customizable, for page-by-page printing: This version is printable on your own, in-house color printer.
- High-resolution, customizable, for external printing: If you prefer to work with an external printer, this 8^{1/2} x 11 version can be formatted to print as spreads for a booklet.
- High-resolution, customizable, spreads for external printing: If you prefer to print on 11 x 17 inch paper, this version has been formatted to be printed and then folded into a booklet at your local print shop.

How to Include Your Firm’s Contact information

When you enter your firm’s contact information in one of the form fields, you pre-populate it into 2-3 other form fields later in the brochure.



You have an additional option to provide your contact information in the “call to action box.” Just click into the yellow box (illustrated below) and type. If you need more space, you can delete “To make your business...” text.



How to Stamp Your Marketing Materials with Your Logo Using Adobe Acrobat

You can create custom stamps from a number of formats, including (but not limited to) PDF, JPEG, bitmap, Adobe® Illustrator® (AI), Adobe® Photoshop® (PSD) and Autodesk AutoCAD (DWT, DWG) files (Acrobat Reader allows you to “create custom stamps” using only PDFs).

Note: To add an image to a PDF one time only, paste the image into the document. Pasted images have the same characteristics as other stamp comments. Each includes a pop-up note and editable properties.

1. Choose Tools > Comment & Markup > Stamps > Show Stamps Palette
2. Click Import, select the logo file you would like to use and then click OK (for Adobe Reader users, the logo has to be a PDF)
3. Type in a new category name, for example “My Logo,” and then click OK; close out of the dialog box
4. Choose Comments > Comments & Markup Tools > Stamps > Your Category Name
5. The logo can now be placed and scaled within the “Custom Area” of the cover page