Working with your Downloaded Brochure

The following pages contain important technical information on using your downloaded Brochure and the information in it.

Working with PDF Files

Your brochure is in PDF format. To display or print it, you need Adobe Acrobat Reader, version 10 or greater. If you do not have this software, you can download it for free at:

`http://www.adobe.com/products/acrobat/readstep2.html`

Below we offer some hints for working with PDF files, and finding websites that can help you. We urge you to use common sense caution in using such websites. If you are unsure whether to use a site, try searching for the website name along with words like "fraud, reviews, problems, hate, love, recommend, reputable."

Adding your information to the back panel

We strongly advise you to at least add your contact information to the back panel of your brochure. Brochures get passed from person to person, and you want everyone who sees it to know how to reach you.

Here's how to do it:

- Double-click the brochure PDF file labeled "outside" to open it in Acrobat Reader.
- You will see some instructions in the middle panel for adding your information. Click anywhere in those instructions, delete the text, and replace it with your own information.
- If you do not want anything to print in that space, delete the text that is there, save your file.
- From the File menu, Save the brochure to your desktop or wherever you want.

Your information now appears on the back panel whenever you print it.

Acrobat Reader allows only the most basic formatting (No font choice, size, centering, etc.). If you want to add formatting, with a word processor or page layout program create the text as you wish it to appear. Copy the information from that document and paste it into the template area you are targeting. In many cases, much of the formatting will survive. Copying and pasting from other PDF files may also transfer a good part of the formatting if the PDF file has been created with fonts included.

Note: Remember to delete the text in that area if you do not want anything to print in that space!

Printing your brochure

Proving your permission to reproduce

With any method other than printing on your own computer, you may be asked to prove you have permission to print. If need be, the License that came with your downloaded files will suffice.

On your own printer

In Acrobat Reader, use the Print command in the File menu to select the page or pages you want to print. Use the instructions for your printer for printig double-sided (often called "duplex printing"). Alternately, just experiment with printing one side, then reloading the paper to print on the other side. It may take a few tries to get the positioning just right.

At a local copy center

You can have local businesses with copy centers print your brochures on their high quality laser printers. Examples of this type of business are Fedex Office or Office Depot. Just copy the pdf file to a CD or thumb drive and take it in. Some of these copy centers also have the ability to submit your jobs online and pick them up when they are ready.

At a local print shop

You can also opt to have your brochures printed at a local offset print shop. This would produce the highest quality product, but unless you are producing a very large number of copies, would probably be the most expensive method as well.

Through an online printer

You may want to try sending your files to an online printer, such as Vistaprint. These printers can combine your print job with others which can result in a better price and/or smaller quantity than is practical using a local print shop. Online printers each have their own templates and specification requirements for uploaded files. Specifications we have chosen match the Vistaprint requirements:

Size:	11.103" x 8.627"
Bleeds:	0.103" at ends; .125" top and bottom
Fonts:	Those used are included in the pdf for print purposes
Graphics:	300 DPI resolution; CMYK color

Note: If you choose an online printer with different size and bleed requirements, it can affect how well the text fits over the fold, especially the cover graphic.

Editing PDF files

In order to edit pdf files, you must convert a PDF document to a format that your word processor, page layout program, or website editor can use. This process requires a fair amount of computer savvy. If you consider yourself to be only moderately computer literate, it's probably best to use thePDF files as they are.

If you are an experienced user, here is some basic information to get you started. Because things change so quickly in the computer world and there are so many variables in each person's computer system set-up, we can't give you a recipe. However, this information should help you find a method that will work for you.

Note: We have not yet found a fool-proof method for converting PDF files to another format. Always proof the results carefully!

Extracting text

It's pretty simple to extract just the text (without graphics) from a PDF file, which you can then edit and format in whatever software you normally use.

- Open the file in Acrobat.
- From the File menu, select Save As and specify Text (not PDF) as you save.
- The result is a plain text file: no graphics, no formatting.
- Open the text file in your editing software. Edit and format in any way you wish.
- Be sure to proof carefully. Punctuation such as commas, apostrophes, quote marks or dashes are sometimes translated incorrectly into strange looking characters.

Exporting to a Microsoft Word file

A web search for "Export PDF to Word" returns many options, both free and for a fee. Some involve downloading software to your computer. For many, you simply upload your PDF file to a website and a Word document is returned.

In our experience, conversion to Word is almost never perfect. You usually get a good looking document with graphics, formatted very similarly to the original. It's a great starting point, but proof carefully! And if one conversion method does not work well for you, try another one. It may produce a result more compatible with your own system.

Font problems, especially, are common. Headlines may look odd, or may even appear to be missing. The quickest way to fix font problems is to click in the area where text should appear (even if you see nothing in that area), select everything, and change to a font in your own system that you are familiar with. Even then, you may need to retype headlines to make them look right.

Acrobat Reader has a for-fee conversion service that may be more reliable than others, but there is a charge. It appears as an option when you do a Save As on your PDF file. Just follow the instructions and you will get taken to the Adobe website where you will be asked to pay and register.

Extracting graphics

Some specialized tools do exist for extracting graphics from PDF files. Do a web search for "extract graphics from PDF" and you may find a tool that will work for you.

Please Note: The License you downloaded with your brochure explains that we license our graphics from other companies, and are prohibited from reselling them separate from the product that uses them. This means you are not authorized to extract the graphics and use them by themselves in another context, such as to illustrate an advertisement or a web page. If you choose to edit the brochure text, you **are** authorized use the graphics as they appear in the original brochure to illustrate the edited version.

Splitting a PDF into individual pages

If you want to separate out individual pages from a PDF file, there are options on the web for doing this, both for-fee and free. Do a web search for "splitting PDF files." There are a number of easy-to-use websites that will take your file and return individual pages.

YouTube tutorials

Search video sites such as YouTube for tutorials on how to do any of the operations described above. They can be very helpful. But be sure to check the date they were posted to make sure they provide current information. We get whiplash regularly by how fast things change!