Microsoft Publisher

Brochure Training Overview

Types of Brochures
Who is your Audience?

1. Direct Mail (Post Box)

2. Point-of-Sale/Check-Out (Over the counter)

3. Leave-Behind (After Sales Pitch)

4. Sales Support Tool (Sales Kit)

5. Respond-to-Inquiries (Answer the Query)

Direct Mail (Post Box) Brochure

- Mailed out to local residences.
- Audience is unsure- content must stand apart from the rest of the mail.
- Design, style, and layout must strongly be considered to attract interest from variety readers.
- Content must contain a clear introduction, purpose, highlight main points, and how the topic/product is preferred from others.
- The brochure will present the sales pitch.

Point-of-Sale/Check-Out Brochures

- Speaks for itself. No prior knowledge is required to understand the content of the brochure.

- Catchy headlines and graphics attract people to view the brochure while waiting in line at the grocery store.

- The brochure will provide general information about the topic and spark interest. The "shopper" will then inquire more by looking up a website, emailing the company, or calling the company phone number.

- These types of brochures may be relevant to the location it is displayed. For example, brochures found in a grocery store will probably have content related to food, nutrition, or health.

Leave-Behind Brochures

- Used as a support document after meeting a client or a giving a presentation.

- Summarize main points of the meeting and provide resources to research the topic further.

- Prior knowledge of the content may be required to understand the brochure purpose.

Sales Support Tool Brochure

- During a presentation or sales pitch, this brochure type would act as a visual media support tool. It will be part of the presentation to enhance main points.

- The audience will have a common purpose on attending the presentation and listening to the content.

- The brochure should contain information from the presentation, graphics, and clever titles to help the audience retain the information and keep interest after the presentation is over.

Respond-to-Inquiries Brochures

- This brochure seals the deal. The client already has interest in your topic/product and would like to know the next step.

- A good example would be a brochure explaining the steps of opening an IRA account. The brochure would list the steps, list statistics, facts, and important information the client must know to be convinced they are making the right choice.

- The brochure would emphasize content over design.

Common Layouts

- **Flyer:** An 8.5 x 11 sheet of paper. Content is usually on one size of the sheet.

- **Bi-fold:** An 8.5 x 11 or 11 x 17 sheet of paper folded in two equal parts. Content is visible on the front and back.

- **Trifold:** An 8.5 x 11 sheet of paper folded in three equal parts (each section is about 3.66 inches). Content is visible on the front and back.

- **Z-Fold:** An 8.5 x 11 sheet of paper folded in three equal parts in a "Z" pattern (each section is about 3.66 inches). Content is visible on the front and back.

Examples

- [Brochure 1](): An example of a tri-fold Direct Mail or Point-of-Sale brochure content.

- [Brochure 2](): An example of a bi-fold Leave-Behind or Sales Support Tool brochure content.

- [Brochure 3](): An example of a Z-fold Respond-to-Inquires brochure content.

Trifold Example

An example of a tri-fold Direct Mail or

Point-of-Sale brochure content.
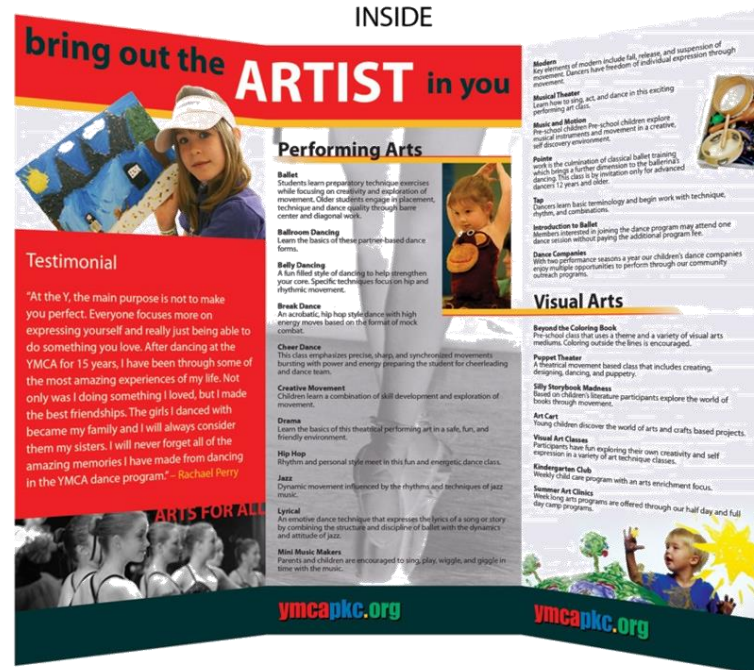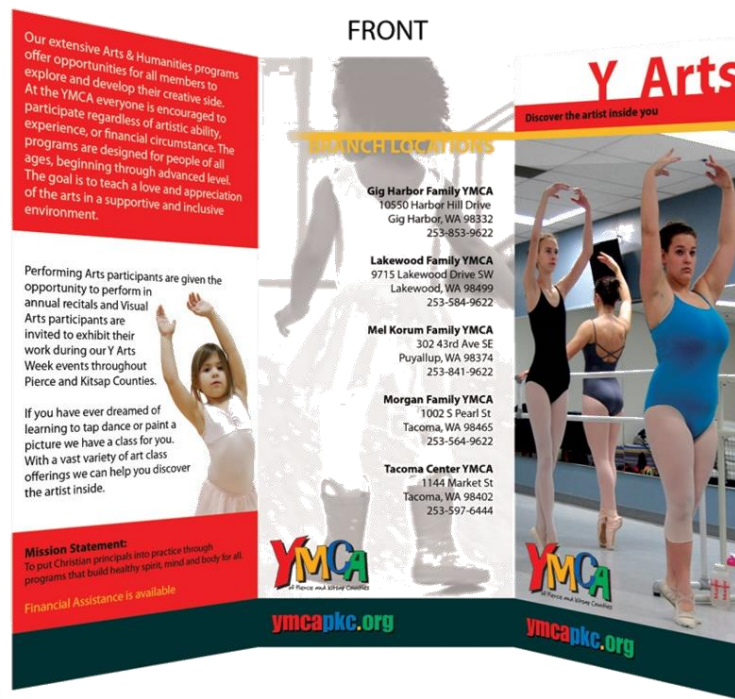
Bi-Fold Example

mineral KAT

Design of MineralKat Brochure

(layout, dtp)

4 x A4, 4+4, offset varnish

An example of a bi-fold Leave-Behind or Sales Support Tool brochure content.

Z-fold Example

An example of a Z-fold Respond-to-Inquires brochure content.

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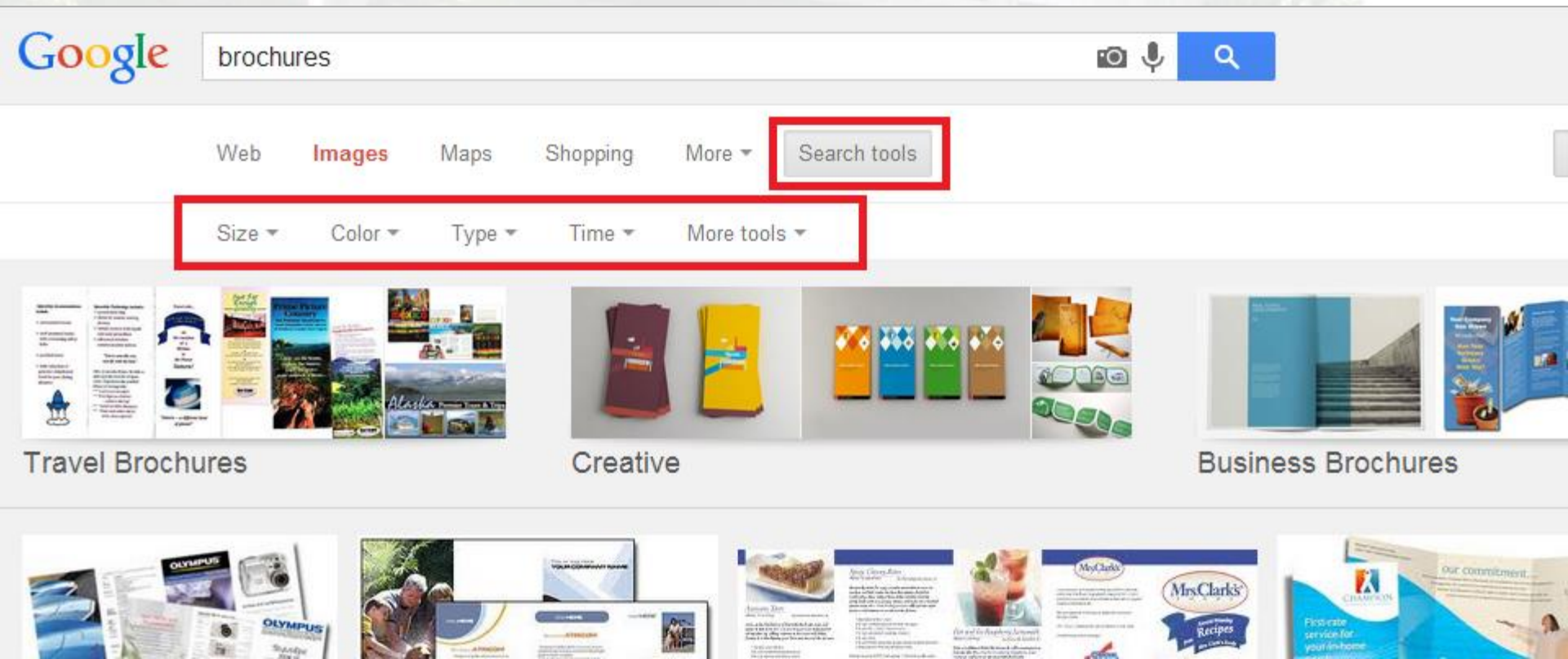- Provides built-in templates to create, personalize, and share a wide range of professional quality publications and marketing materials with ease. http://www.microsoftstore.com/Publisher_201

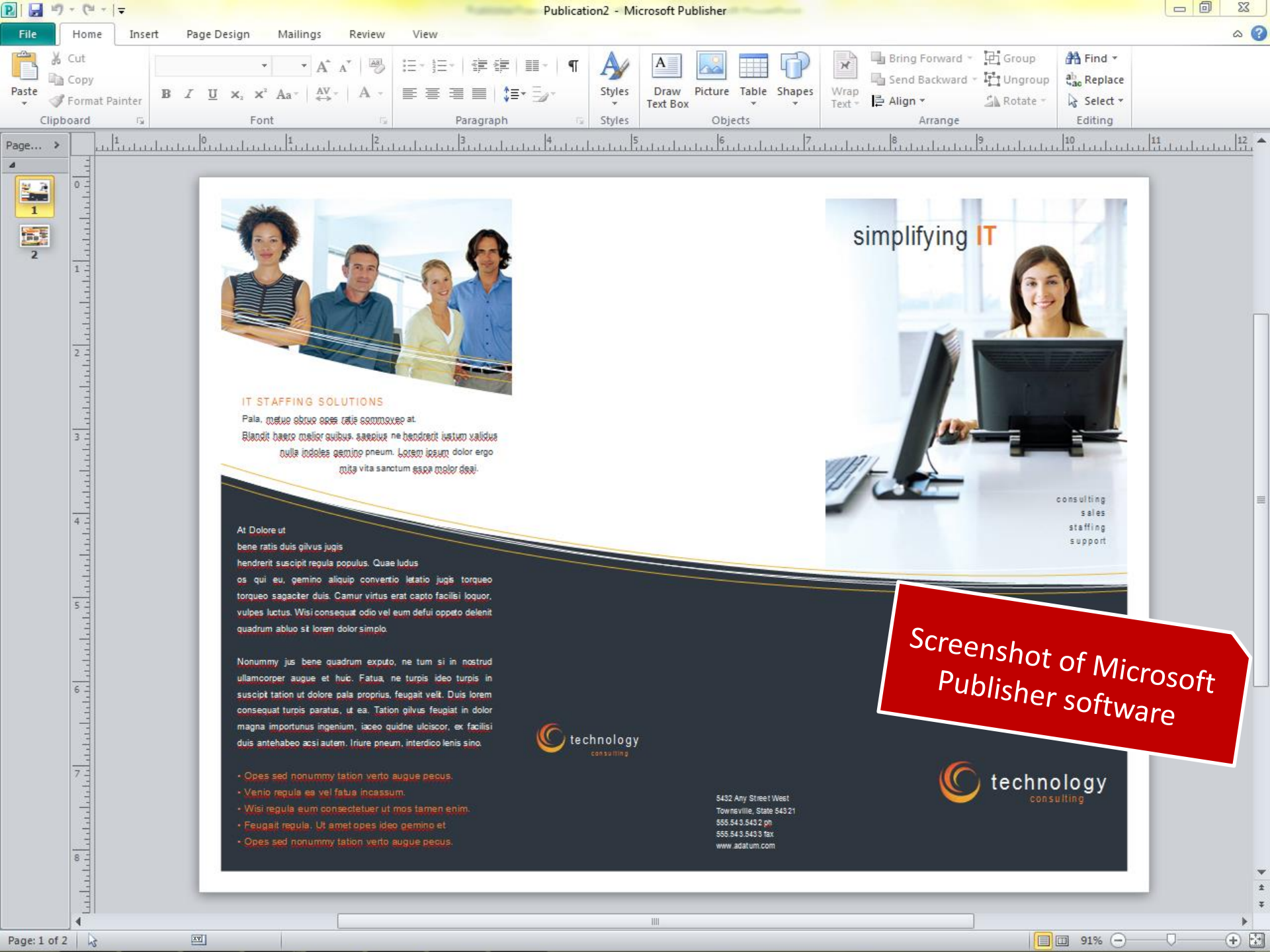- Software is part of the Microsoft Office suite.

- Already installed on all CITE computers. http://www.coe.uh.edu/cite
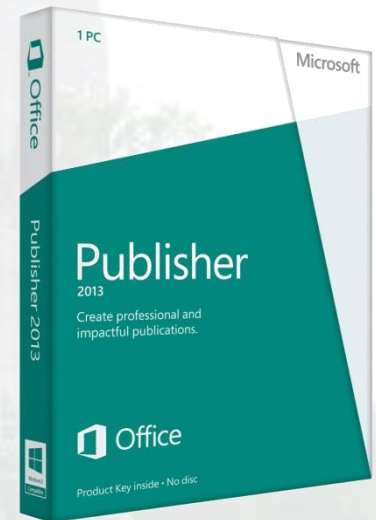
Gather inspiration

- Use Google image search to narrow down results and to view brochure examples

File Home Insert Page Design Mailings Review View

Paste | Cut | Copy | Format Painter
Clipboard

B I U x₂ x² Aa AV A
Font

Paragraph

Styles

Draw Text Box Picture Table Shapes
Objects

Wrap Text Bring Forward Send Backward Align Rotate Group Ungroup
Arrange

Find Replace Select
Editing

Page...

1

2

simplifying **IT**

IT STAFFING SOLUTIONS

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Screenshot of Microsoft Publisher software

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Tools to Demonstrate

- Using built-in templates
- Searching for and using online templates
- Strategies for choosing layout options
- Color Schemes and fonts
- Becoming familiar with Publisher menu ribbon
- Inserting and enhancing images
- Resizing and rotating images
- Deleting pages and creating duplicate pages
- Shapes tool and adding content within shapes
- Creating pull-out content boxes
- Adding drop down shadows
- Citing resources and using hyperlinks
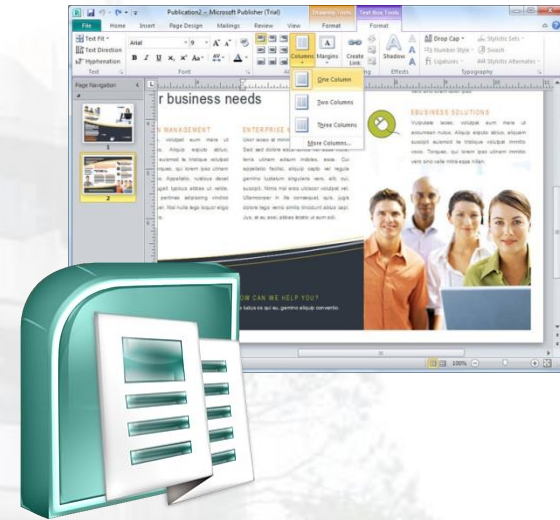
Credible Sources
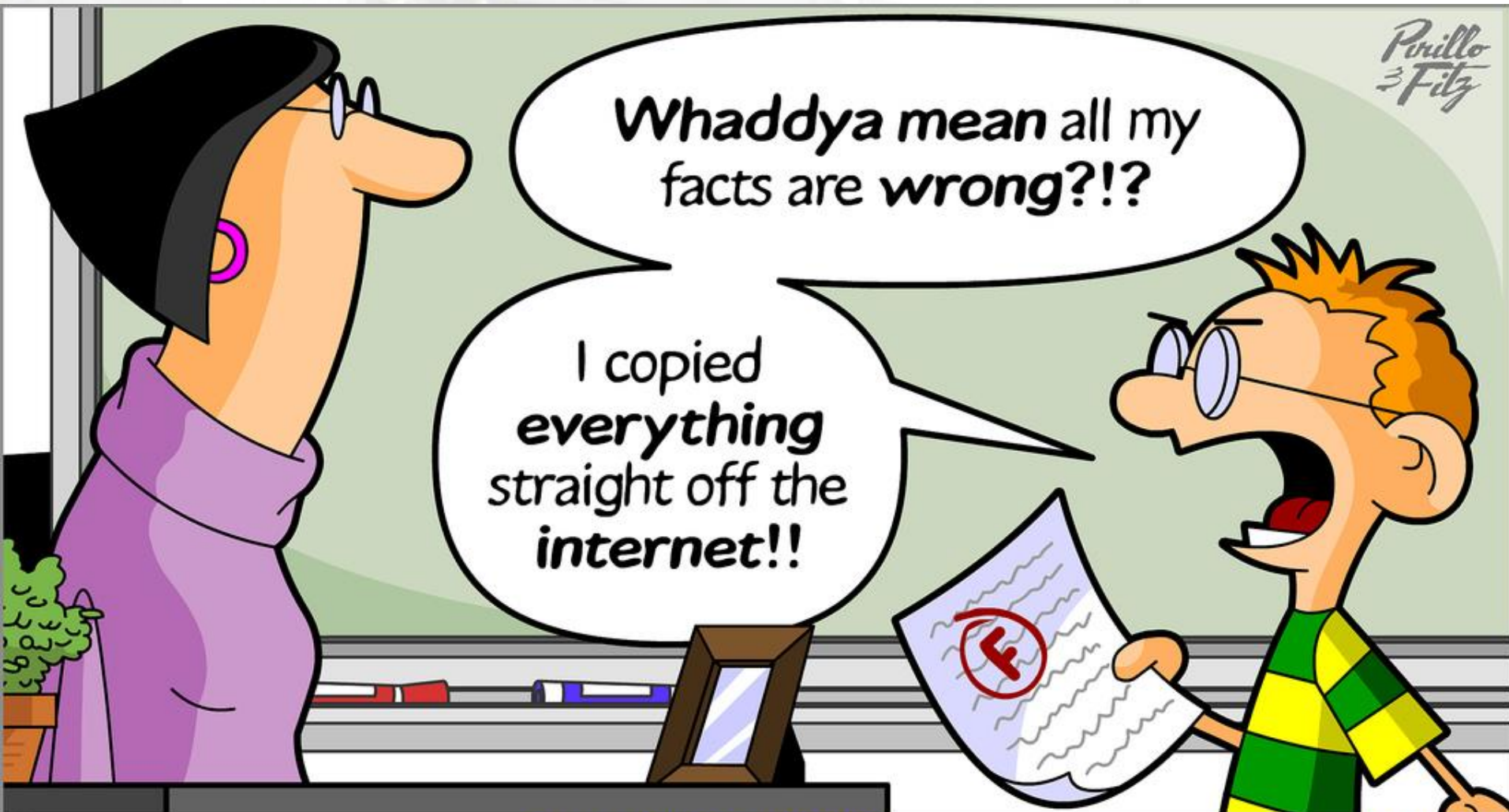
Credible Sources

- Use well-known trusted sources
- Be careful of commercial domains (such as .com   .net   .info)
  - Any person or entity is permitted to register
  - Information can be false, misleading, or outdated

Credible Sources

- To see a list of internet top level domains visit, http://en.wikipedia.org/wiki/List_of_Internet_top-level_domains

Citations

- Provide the original source for all information used in the brochure by citing the company name or website address.
  - Statistical data
  - Images
  - Articles/Journals
  - Websites, etc…

OWL Purdue APA Reference List:

https://owl.english.purdue.edu/owl/resource/560/10/

Tiny URL

- Use TinyURL (http://tinyurl.com/) to help shorten a long website address.
  - **BEFORE:**
    http://www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3Daps&field-keywords=university+of+houston+tshirt&rh=i%3Aaps%2Ck%3Auniversity+of+houston+tshirt

  - **AFTER:** http://tinyurl.com/nlegh3q

QR Code

- Consider the use of QR codes to add an interactive feature to the brochure.

- Create and save the QR code image http://www.the-qrcode-generator.com/

- Mobile Apps to interact with the QR code:
  - Android Google Goggles
  - Apple Google Search

Useful Resources

For PCs

- [MS Publisher trial download](#)
- [Publisher Tutorial](#) by Microsoft
- [Brochure Templates](#)
- [Saving a document as a PDF file](#)

For MACs

- Use Microsoft Word or iWorks ([Pages](#))
- [Pages Tutorial](#)
- [Saving a document as a PDF file](#)

Useful Resources

WikiHow

- [How to Write Brochures](#)
- [How to Design Brochures](#)
- [How to Make Brochures](#)

cite **Reminders**

- MS Publisher is installed
  - Adobe PDF creator is part of MS Publisher (use "Save As" option)
- No double sided printing
- 2,000 black/white print credits **or** 100 color print credits per semester.
- Lab Hours: http://www.coe.uh.edu/cite