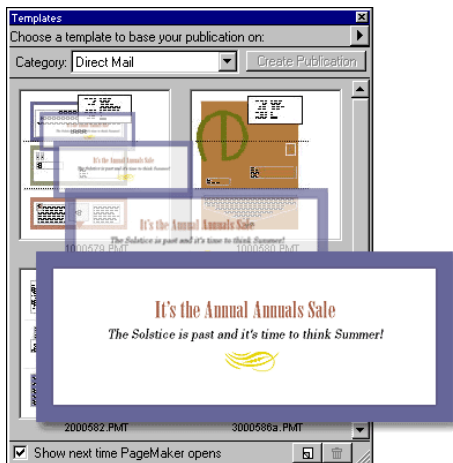


Adobe PageMaker

# Simplify your life with templates

Adobe® PageMaker® 7.0 includes more than 300 professionally designed templates for every business need. Just open the Templates palette, select a category, choose a template, replace the placeholders with your content, and you're done. You'll get professional-looking results every time without fussing over special layouts or worrying about choosing appropriate fonts.

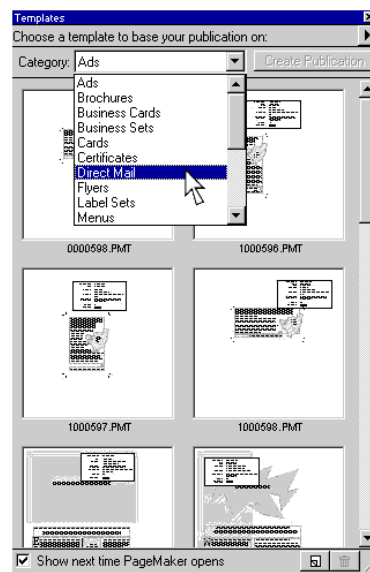


**1. Start PageMaker. If the Templates palette is not open, click the New button in the toolbar to open it.**

Under category, choose Direct Mail.

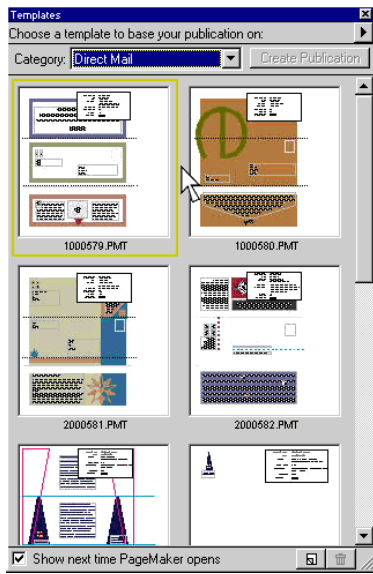
Windows: PageMaker includes a toolbar, a strip of command shortcut buttons across the top of the screen under the menus. The New button is the first one on the left.

Macintosh: PageMaker does not include the Templates palette plug-in. Macintosh users can find the templates on the PageMaker application CD in the folder called Templates. The template used in this tip is in the folder called DirMail, template 1000579.pmt.



**2. Double-click the first thumbnail to select and open a copy of the template.**

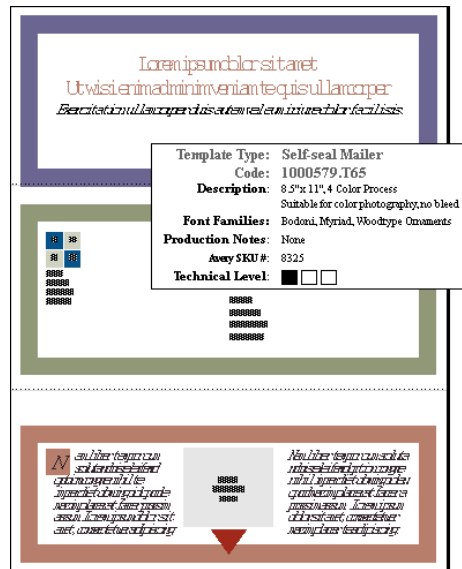
Thumbnails for each of the Direct Mail templates are shown in the palette. You can't really see what a template looks like from its thumbnail, but you can see color and layout. Here you want to create a three-fold self-sealing mailer, and you can see that the first several templates fit this layout.



**3. Check whether all necessary fonts are included.**

The production box in the upper-right corner of each template includes information on color, fonts, and any special printing considerations, like the use of bleeds or high-resolution images. Notice in our example that the template isn't using the fonts listed in the production box.

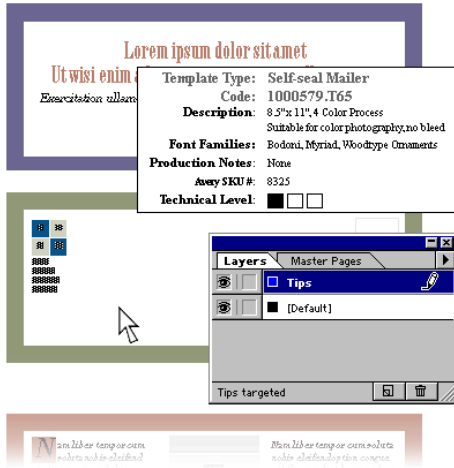
Recommended fonts must be added to the system using Adobe Type Manager® (or copied to the system in Mac OS). Write down the font names listed in the template's production box (in this case, Bodoni, Myriad, and Woodtype Ornaments) and close the template. Open ATM® (it's included with PageMaker) and add the fonts included in PageMaker's Template Fonts folder. Return to PageMaker and reopen the template. It should look different because all the fonts are correctly loaded.



**4. Discard the production box once you've read its contents.**

Choose the Selection tool, click the box, and press Backspace or Delete.

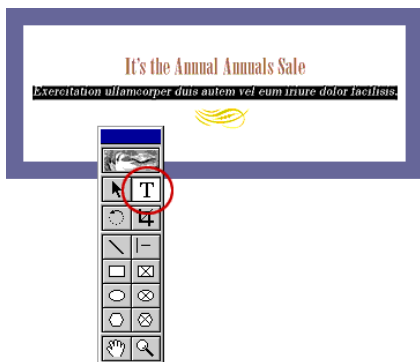
If you are sending your work to a printer, however, you may not want to delete the production box since it may include useful instructions that affect printing. In this case, to hide the layer, open the Layers palette by choosing Window > Show Layers and click the leftmost box next to the Tips layer. Hidden layers do not print.



### 5. Replace the placeholders with your own message.

All the text (mostly gibberish) and images in the template serve as placeholders. The text at the top of the template is in three sections—a heading, a subheading, and a decorative dingbat. Choose the Text tool and select the heading. Type in your heading to replace it. Then select the subhead and type in your own. You can leave the dingbat, change it, or substitute it with a graphic, as you wish.

Note: Don't feel constrained by the text formats the template uses. If your message requires only one large heading or several smaller ones, change the type specifications to fit it.



### 6. Continue to refine the logo.

Choose the Selection tool. In the second panel of the template, select "LOGO" and press Backspace or Delete. Choose File > Place, find your logo, and click OK. Position your logo and resize it to fit the space provided. Choose the Text tool, select the return address, and type your company name and address. Then select the sending address and delete it.

Note: You may want to draw a box to indicate the position of the sending address, but you don't want to type anything in it. You'll most likely need to leave this area blank for mailing labels. For information on generating multiple mailing labels, use the new Data Merge feature (link to new DM tip here).



### 7. Choose the Selection tool again and, at the bottom of the template, select the square labeled "Place Artwork Here."

If you have artwork you'd like to include in the mailer, this is the place to put it. You can copy it from another application and use PageMaker's Edit > Paste Into command to fit it right into this square. Or you can delete the square and use the File > Place command to import the file.

If you have no artwork, all is not lost. Open the Pictures palette either by choosing the Picture Palette button in the toolbar or by selecting Window > Plug-in Palettes > Show Picture Palette. Choose the Type and Category appropriate to your mailer, and then browse through the pictures. When you find one that works, drag it from the palette and drop it right into place in the template. Reposition, resize, and crop as necessary.



## 8. Finish the mailer.

Choose the Text tool and then select the text at the bottom of the template. Before you begin to type in your text, notice that there is a drop cap in this particular template design. To maintain this feature, select only the drop cap and type in the first letter of your text to replace it. Then select the rest of the text and type in your remaining message.

The template has done all of the work for you. Save the file, load your mailers into the printer, and print like a pro.

