

## Brochure Program

Trip Charms, Upgradeable Award Rings and Safety-Themed Jewelry

### Options for Customizing and Mailing

Thank you for participating in this sales literature program! The following information is provided to help you maximize the effectiveness of your brochures.

#### Make the Brochures Your Own

The brochures are made available to you by E.A. Dion but the company's name and logo are intentionally not visible anywhere on the pieces so you can make them your own. This can be accomplished in several ways:

1. By printing, stamping or sticking your company logo in the upper right hand corner or lower left hand corner of the corner of the brochure (see diagram 1).
2. By including your return address and or some promotional information on the back panel (see diagram 2).
3. By simply placing the brochure in a business envelope which features your company's logo, name and address. We would suggest a letter also accompanies the brochure if placed in an envelope.

**NOTE:** In order to handle all of the above options, we have provided you with a brochure that is standard, 8 1/2" x 11" size and flat (not folded) so it can more easily run through your office printer or copy machine, local quick copier/printer or offset printer.

#### Distribution Do's and Don'ts

To mail your brochures you have two main options.

1. As mentioned above, you can just place your brochure, ideally along with a letter, into one of your company's business envelopes and stamp or meter it.
2. The other option is to make the brochure a self-mailer. Place your return address in the upper most left hand corner of the back panel of the brochure (above the group shot of product). If you want to use your logo as part of the return address please place it just below the address. As far as the mailing address, please place it higher than 5/8" from the bottom of the mail piece to allow for the USPS barcode and at least a 1/2" from the right edge of the brochure. We also encourage you to place some promotional copy to the left of the mailing address and to the right of the grouping of product. (see diagram 2).

If you have any questions, please email Ann Condon at [annc@eadion.com](mailto:annc@eadion.com).

Thank you and good luck with your mailing. Please let us know any feedback your clients may have.

DIAGRAM 1



DIAGRAM 2



# Dion

E.A. Dion Incorporated  
[www.eadion.com](http://www.eadion.com)