

Real Server Direct Mail Templates

DIRECT MAIL SAMPLE: FRONT



If you are an authorized Intel® Premier Provider, you can change the Intel® Xeon™ processor box image to an Intel Premier Provider logo.

Intel Inside® program members can change the Intel® Xeon™ processor box image to an Intel Xeon processor logo.

Place your product image here

In this section, you will discover how to create your own powerful and effective direct mail campaigns using real server direct mail templates, which are included in this CD-ROM.

Style Guide

You will be viewing direct mail templates in the next section. Here is a brief description of the elements that are unique to these promotional cards:

Size and Configuration

All direct mail pieces are in a horizontal 5"x7" format.

Customized Space Here

Space has been allocated in each piece to allow you to customize the direct mail as you see fit, subject to the recommendations contained in the "producing your direct mail" section.

Color/Visual Style/Typography

Helvetica Neue and Times fonts are used, exclusively. Please follow the look and feel shown in the four templates provided. They have been designed to provide you with a choice suited to your company's needs.

Call to Action

Your Web address should be on the sign-off for all ads or other promotional materials.

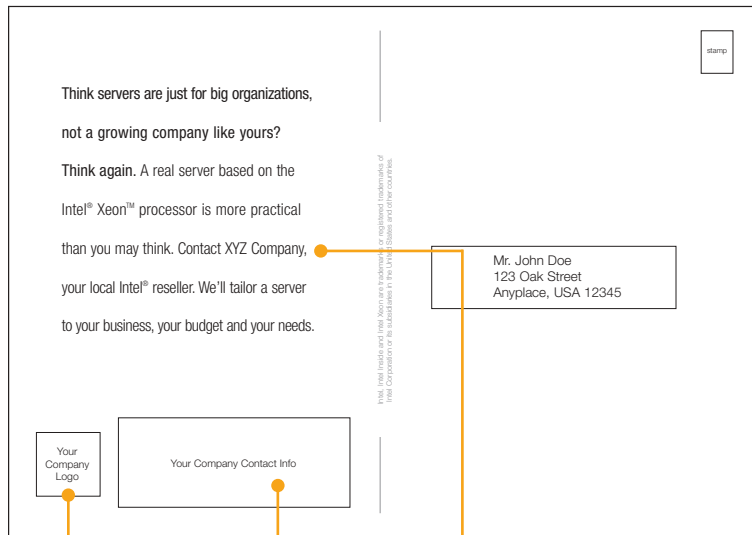
Intel® Premier Provider Use

If you are an authorized Intel® Premier Provider, you can change "local Intel reseller" to "local Intel Premier Provider" and can change Intel® Xeon™ processor box image to an Intel Premier Provider logo. Please refer to your Intel Premier Provider logo usage guidelines at the following Web site: <http://www.intel.com/reseller> (select "Marketing Resources").

Intel Inside® Members

Intel Inside® program members can change the Intel Xeon processor box image to an Intel Xeon processor logo, which is located on your independent Intel Inside Web site. Please refer to Track 2 guidelines at following: www.intel.com/intelinside/.

DIRECT MAIL SAMPLE: BACK



Place your company logo here

Place your company contact info here

Place your company name here



Producing Your Direct Mail

Now that you've had a chance to look at the templates, please examine the following guidelines. You'll find them easy to use. Remember, the goal of these guidelines is both to allow us to speak with one voice to increase visibility, and to stimulate demand for real servers.

Direct Mail Templates

These Direct Mail templates are customizable. Each template is available as a .PDF and Quark* file.

PDF files let you view the mail and the guidelines for them. .PDF files may not be altered and are provided as models to show you how finished mail should appear.

Quark files may be downloaded and used for both the production and customization of your ad. Included with each Quark document is high-resolution artwork saved as .TIFF or .EPS files. Low-resolution images serve as placeholders for your own images and should be replaced.

All software programs used for the ad templates are desktop publishing programs which are industry standard for most publishing houses. Your local ad agency or service bureau should be able to work with these files to add your branding and company information and make whatever adjustments are needed. The templates are sized to 5" high x 7" wide.

Working with Templates in General

If you should need to adjust your direct mail piece, please make sure that copy and logo files are kept proportional to art files at all times. Also remember that except for resizing and necessary positioning, none of the art copy or logo files may be materially altered. This ensures a uniform customer experience.