

Real Server Ad Templates

SAMPLE AD TEMPLATE

BOOST YOUR PRODUCTIVITY

BY BOOSTING YOUR COMPUTING POWER.

Think servers are for big companies, not small organizations like yours? Think again.

With the increasing dependence on computers, the Internet and digital data, every business deserves to run on a real server rather than on a personal computer.

A real server is based on the Intel® Xeon™ processor. We can tailor a server to your business, your budget and your changing needs. We'll even remotely manage your servers.

[Contact us today.](#)

Your Company Logo

Your Company Contact Info

Intel, Intel Inside and Intel Xeon are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

In this section, you will discover how to create your own powerful and effective color print ads using advertising templates, which are included in this CD-ROM. In addition, you will learn how to place your ads in your local newspaper to gain maximum exposure for your company.

Style Guide

You will be viewing advertising templates in the next section. Here is a brief description of the elements that are unique to these ads:

Ad Size and Configuration

Ad templates are available for both vertical and horizontal formats. Additionally, there are templates for quarter, half and full page sizes for tabloid, newspapers and standard magazines.

Customized Space Here

Space has been allocated in each ad to allow you to customize the ads as you see fit, subject to the recommendations contained in the “producing your ad” section.

Color/Visual Style/Typography

Helvetica Neue family is used, exclusively. Please follow the look and feel shown in the 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/.

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Place your product image here

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

Place your company logo here

Place your company contact info here

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

Producing Your Ad

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.

Ad Templates

These ad templates are customizable. Each template is available as a .PDF and Quark* file. .PDF files let you view ads and the guidelines for them. .PDF files may not be altered and are provided as models to show you how finished ads 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, service bureau, newspaper, or magazine should be able to work with these files to add your branding and company information and make whatever adjustments are needed. Templates are provided to fit tabloid, newspaper or standard magazine page ads.

Working with Templates in General

When working with your ad please make sure that text 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 or logo files may be materially altered. This ensures a uniform customer experience.

OPTIONAL AD TEMPLATES



Placing Your Ad

Contact the display advertising department of the desired vendor. Always confirm that you are speaking to the correct sales representative; be patient if it takes a while and always confirm this is the person who will accurately be servicing your account.

To place an advertisement, you will need the following information:

Desired Date the Ad is to Run

Since many local newspapers are not able to confirm an exact run date, be a little flexible. A three day window is usually enough to guarantee placement. If you plan far enough ahead, however, you will probably get your desired date. You need two to three days lead time for newspaper bookings. A lead time of one to two weeks is the norm for weekly publications, and a lead time of two to three weeks may be expected for monthly magazines.

Rate Confirmation

Make sure your rate and all other agreements are confirmed in writing. This protects you against errors.

Size and Black/White or Color Options

The ad templates are in horizontal and vertical formats, and can accommodate full-, half- and quarter-sized pages. All the templates are available in color only. The type of publication and space availability will determine the kind of ad you can place.

Position Preference

Determine where your ad would be best positioned. The business or technology section of a newspaper may be the most appropriate. Confirm with your representative that your ad will be placed within your desired section. Typically, a position far forward on the right-hand page is best, within your desired section.

Insertion Orders

In addition to getting everything in writing for your own records, the publication will require you to sign (or provide) an insertion order. This document will serve as a contract between you and your vendor. Ask the publication to prepare this for you. Review the insertion order to make sure all information is included at the correct rate. Accurate orders must be returned to the vendor before the reservation deadline.