



Accelerate Your Business Template Guidelines

For use across all marketing activities related to
Accelerate Your Business templates



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Introduction

GRAPHIC ELEMENTS

This Usage Guide describes basic principles and provides recommendations for using the Accelerate Your Business templates effectively in marketing communications. The guidelines are meant to bring one voice and continuity to these pieces and create interest and demand for business PC replacement. While you may customize these pieces by adding your own product shots, logos, etc., it is important to follow the guides and instructions represented here. Remember to keep copy and logo font sizes proportional according to the templates provided. Being consistent with these advertising elements will help promote PC refresh and ensure that customers identify all of the pieces consistently as Accelerate Your Business campaign advertisements.

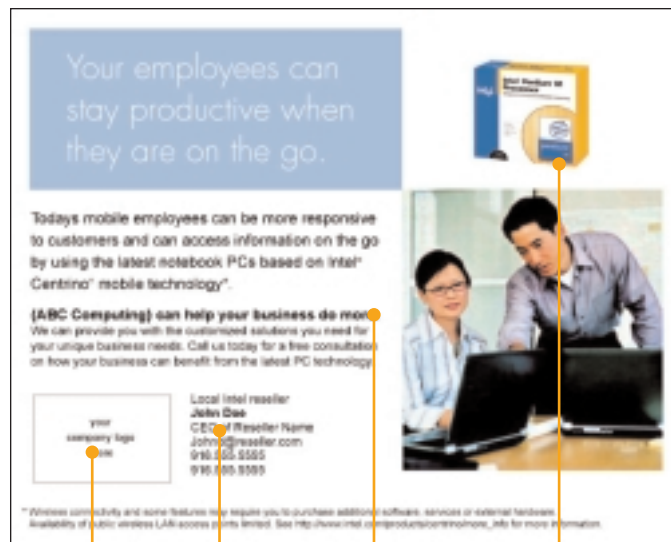
Included guides are:

- E-mail Blasts

- Direct Mail Pieces

Accelerate Your Business E-mail Blast

E-MAIL BLAST SAMPLE



5
Your company logo will appear here
`<logo>`

3
Your custom information will appear here
`<type>`
`<contact>`
`<contacttitle>`
`<email>`
`<phone>`
`<fax>`

6
If you are an authorized Intel® Premier Provider, you can change the Intel® processor box image to an Intel Premier Provider logo.

Intel® Inside program members can change the Intel® processor box image to the appropriate Intel processor logo.
`<badge>`

Steps for creating the e-mail blast

The e-mail blast is formatted as an XML file that you can edit to provide your custom information. This XML file is linked to an XML style sheet that will reside on your company's public Web server. By modifying the XML file, uploading it and your own company logo graphic to your Web server, you can e-mail the resulting HTML page. These instructions assume that you understand Web basics (i.e. what a URL Web address is) and have a Web server to upload your files to.

1. Copy the appropriate eblast directory (Email1, Email2, or Email3) from the CD to your Web server.
2. In the eblast folder you moved to your Web server, find the XML file you want to use as the template (email1.xml, email2.xml or email3.xml). Open the XML file with a simple text editor such as Notepad. Do not edit the file with a word processor since this may change the file from simple text to a word processor format.
3. The XML file contains mark-up tags that will hold your custom information. The tags are `<companyname>`, `<contact>`, `<contacttitle>`, `<type>`, `<email>`, `<phone>`, `<fax>`, `<product>`, `<badge>` and `<logo>`. Each tag consists of a start tag and an end tag. To customize the information, place your information between the start and end tags. For example, to add your company name, find the `<companyname>` `</companyname>` tags and change them to: `<companyname>` **ABC Computers** `</companyname>`. Note that the bold text shown here is just to highlight the information that you type in. Be careful not to change any of the existing information in the template. See page 7 for an explanation of each tag.
4. After adding your information to the XML file, save it.
5. Prepare your company logo; it should be a .GIF or .JPG image with a width of 125 pixels. For more information on preparing the logo, see the section on image preparation below.
6. Upload the product graphic (`<badge>`) and your company logo (`<logo>`) file to your Web server, in the same eblast folder as the XML file. If you have selected the email2 template, then upload the additional product (`<product>`) image for this template, too.

OPTIONAL E-MAIL TEMPLATE



6

Place your product here.
<product>

7. Open Microsoft® Internet Explorer browser and type in the URL of the uploaded XML page, beginning with “http://” (for example, “http://www.yourcompany.com/Email3/email3.xml”). Review the page to make certain that the information you added is being displayed correctly. If it is okay, you can send the page as e-mail by selecting everything on the page and copying it. Open your e-mail client and paste the page into the body of the message. Note that the page formatting might not look right when you pasted it. This is not a problem. When you send the message, it will be properly formatted. To be certain though, you should send it to yourself to test it.

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

Example

The following is an XML template file prior to the addition of your information:

```
<?xml version="1.0" encoding="UTF-8"?>
<?xml-style sheet type="text/xsl" href="email1.xslt"?>
<doc>
    <companyname></companyname>
    <contact></contact>
    <contacttitle></contacttitle>
    <type></type>
    <email></email>
    <phone></phone>
    <fax></fax>
    <logo></logo>
    <product></product>
    <badge></badge>
</doc>
```

After editing the XML template file it might be:

```
<?xml version="1.0" encoding="UTF-8"?>
<?xml-style sheet type="text/xsl" href="email1.xslt"?>
<doc>
  <companyname>ABC Computers</companyname>
  <contact>John Doe</contact>
  <contacttitle>President</contacttitle>
  <type>Local Intel reseller</type>
  <email>jdoe@abccomputers.com</email>
  <phone>123-456-7890</phone>
  <fax>123-456-7890</fax>
  <logo>adlogo.gif</logo>
  <product>productphoto.jpg</product>
  <badge>pentium4.gif<badge>
</doc>
```

E - MAIL 1

Want your employees to get more done in less time?

Now PCs based on the Intel® Pentium® 4 Processor with HT Technology* can help give your employees the power and responsiveness your business needs to meet the greater demands of today's multitasking business environment.

ABC Computing can help your business do more.
We can provide you with the customized solutions you need for your unique business needs. Call us today for a free consultation on how your business can benefit from the latest PC technology.

your company logo here	Local Intel reseller John Doe CEO of Reseller Name jdoe@reseller.com 918-555-5555 918-555-5555
------------------------	--

* Intel® Pentium® with the Intel® Pentium® Processor with HT Technology logo which your system vendor has used with Intel® Pentium® Technology. Performance will vary depending on the specific hardware and software you use. See <http://www.intel.com/tech/pentium4/ht> for information.

E - MAIL 2

Your employees can stay productive when they are on the go.

Today's mobile employees can be more responsive to customers and use access information on the go by using the latest notebook PCs based on Intel® Centrino® mobile technology**.

ABC Computing can help your business do more.
We can provide you with the customized solutions you need for your unique business needs. Call us today for a free consultation on how your business can benefit from the latest PC technology.

your company logo here	Local Intel reseller John Doe CEO of Reseller Name jdoe@reseller.com 918-555-5555 918-555-5555
------------------------	--

** Wireless connectivity and other features may require you to purchase additional software, services or external hardware. Availability of Intel® Centrino® mobile brand, Centrino, Intel® Centrino® Processor, Intel® Centrino® Technology.

E - MAIL 3

Think your PCs are good at sharing information... What else are they sharing?

Outdated PCs are vulnerable to computer viruses. Newer PCs based on Intel® Pentium® 4 Processors with HT Technology* and the latest operating systems have up-to-date security features to safeguard against virus attacks, receive continual updates to counter new risks, and can dramatically reduce chances of a costly security breach.

ABC Computing can help keep your business running.
We can update your PCs and give your systems a virus bill of health. Call us today for a free consultation.

your company logo here	Local Intel reseller John Doe CEO of Reseller Name jdoe@reseller.com 918-555-5555 918-555-5555
------------------------	--

* Intel® Pentium® with the Intel® Pentium® Processor with HT Technology logo which your system vendor has used with Intel® Pentium® Technology. Performance will vary depending on the specific hardware and software you use. See <http://www.intel.com/tech/pentium4/ht> for information.

XML markup tag definitions/guidelines

The following lists the XML tags with additional information on content guidelines for each.

`<companyname></companyname>`

Insert your company name in this tag.

`<contact></contact>`

Insert the name of the individual you wish people to contact for more information.

`<contacttitle></contacttitle>`

Insert the title of the individual you wish people to contact for more information. For example, *Regional Sales Manager* or *CEO*.

`<type></type>`

Enter the type of business you are, for example *Local Intel reseller* or *Local Intel Premier Provider*.

`<email></email>`

Insert the e-mail address of the contact.

`<phone></phone>`

Insert the phone number of the contact. Remember to include the area code or country code if applicable.

`<fax></fax>`

Insert the fax number of the contact. Remember to include the area code or country code if applicable.

`<product></product>`

Insert the image name for the product image. The product image should be 125 pixels wide, and should be either a .GIF or .JPG file. This is used only on the email3 template.

`<logo></logo>`

Insert the image name for the company logo. The logo should be 125 pixels wide, and should be either a .GIF or .JPG file.

`<badge></badge>`

If you are an authorized Intel Premier Provider, insert the file name of the Intel Premier Provider logo uploaded to the eblast directory on your Web server.

If you are an Intel Inside program member, insert the file name of the Intel Pentium 4 processor logo you uploaded to the eblast directory on your Web server.

Accelerate Your Business Direct Mail Templates

DIRECT MAIL SAMPLE: FRONT



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

Intel® Inside program members can change the Intel® processor box image to the appropriate Intel processor logo.
<badge>

Place your product image here

In this section, you will discover how to create your own powerful and effective direct mail campaigns using Accelerate Your Business 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

Adobe Garamond, Helvetica Neue, Trade Gothic Condensed and Univers Ultra Condensed 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.

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Intel Inside® Members

Intel Inside® program members can change the Intel processor box image to the appropriate Intel 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

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 business PC replacement.

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.

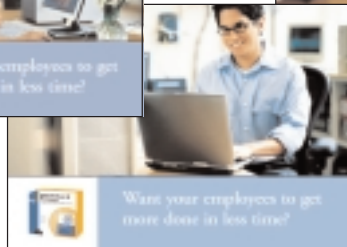
Working with Templates in General

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.

DIRECT MAIL 1



DIRECT MAIL 3



DIRECT MAIL 2

DIRECT MAIL 4