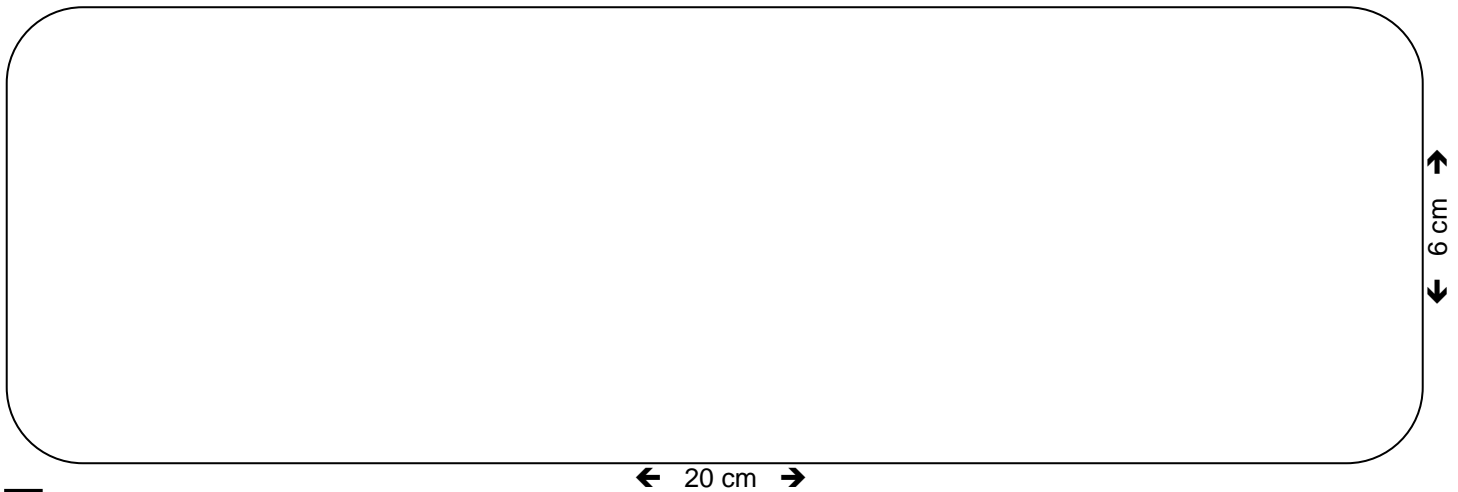


## Add your own logo to the Well at Work Newsletter

Thank you for choosing the addition of your own corporate logo to your newsletter. The entire masthead within the rounded rectangle is available to you to design as you like. Below is a simple checklist to assist you in this process. You **MUST** provide the information requested in boxes B, C and D, or else you may experience delays in the printing of your newsletter.

- A** Decide on the newsletter name/title and general layout of the masthead.



- B** Provide a copy of your organisation's logo (if it is included in the masthead design).

This copy **must** be of a quality suitable for offset printing. Your stationery supplier or marketing dept should be able to supply your logo.

- The best method is a file format compatible with Macromedia FreeHand or Adobe Illustrator (.ai, .eps, .svg).
- An alternative is a tif or jpg of sufficient quality. However, your logo may not look correct when printed from these type of files.

- C** List the colour(s) that you wish to use, and indicate where they appear.

Your stationer will have the correct PMS colour code to identify these. (Please note that black is a colour).

List your requested colours here

Name of Colour                  PMS Code

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

The ONE time setup costs vary according to the number of colours used. This is for the design, film and printing plates.  
 1 colour = \$175.00      2 colour = \$350.00      3 colour = \$525.00      4 colour = \$700.00

- D** Send a colour copy of your logo. A letterhead or business card is sufficient for this.

- E** **DEADLINE:** Supply this information by the 18th of the month **SIX WEEKS** prior to delivery of first issue.