

## How to Customize the Universal TIR Brochure for your Practice

Every practitioner needs a professional and cost-effective marketing piece. The customization procedure outlined below is guaranteed to give you the best results possible. There are three basic ways you can customize the TIR brochure with your business contact information.

### 1. Rubber Stamp

We suggest you invest in a high quality rubber stamp for this (and other purposes) which include your name, address, phone, and email or web address. One vendor you may consider is [www.iprint.com](http://www.iprint.com) which has a Premium Address Stamp for \$10.49 which will last for thousands of impressions. This stamp supplies 5 lines of text whereas many smaller ones only give 3 lines which may not be enough. **Drying time is critical and may require up to 24 hours to stabilize so that it won't smudge from your thumb.**

### 2. Adhesive Labels

Any format of return address labels available as blanks from major office supply stores such as Staples and OfficeMax will do. For ease of use, we suggest choosing a label which is compatible with the Avery product line. Avery offers a variety of free and low-cost software solutions for producing labels at <http://www.avery.com/us/software/index.jsp>

### 3. Overprinting Brochures

We have developed two templates that you can use to “overprint” the professionally printed brochure with your own contact info: one for feeding as an 8-1/2x11” paper (i.e. letter) and one for feeding as an envelope. **Drying time is critical and may require up to 24 hours to stabilize so that it won't smudge from your thumb.**

#### **brochure\_feed\_letter.doc**

This technique requires you to unfold the brochures to their full size prior to printing./

**Pros:** you can feed a lot of them in one batch

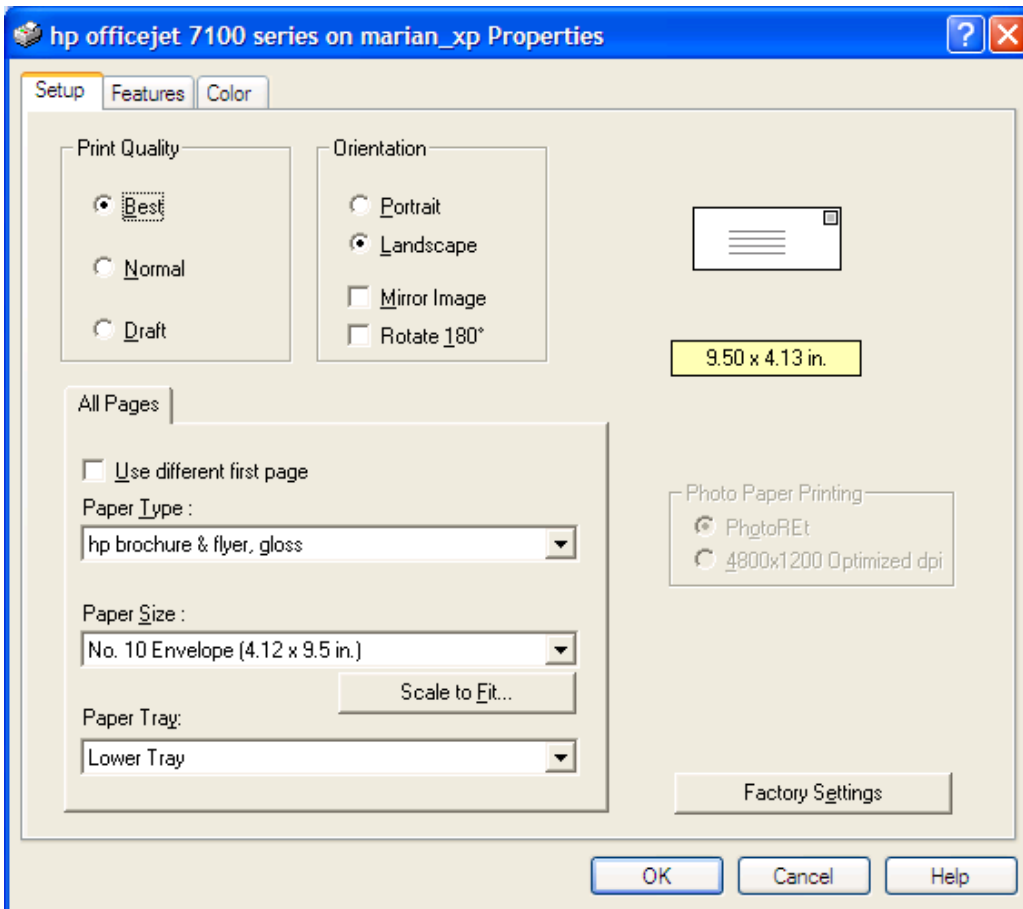
**Cons:** folding and unfolding causes extra wear and work

#### **brochure\_feed\_envelope.doc**

This technique allows you to use the envelope feeder of your printer, if your printer has this feature. The brochure should be loaded into the printer short-edge first. See the following page for an example of printer properties for a successfully envelope style print.

**Pros:** no folding and unfolding

**Cons:** envelope feeders usually have very small capacity (less than 10 sheets)



**Example of an envelope-feed print setup**