

"Apple Media Tool Kit" Read Me

The Apple Media ToolKit stack is an easy-to-use "kit" which you can use to create a variety of customized marketing materials utilizing Apple's desktop publishing technology. This HyperCard stack is used to locate and launch a selection of ads, a reseller location flyer and a product information matrix that have been provided as PageMaker templates. These templates can be customized. To do so, you must have a basic working knowledge of PageMaker and be able to place and move graphics, create and manipulate text, etc. And all templates can be viewed and printed as long as the Apple Garamond fonts are installed on your hard disk.

The Media ToolKit stack also provides instructions for customizing these materials. Included as a separate file is "Campus Clip Notes," which provides a marketing overview of advertising, promotion, merchandising, and marketing techniques for campus resellers.

This file has been created to help you easily and effectively access and use the materials in the Apple Media ToolKit.

Before you begin using the ToolKit, here's what you need to get started:

- **PageMaker:** To access and use the templates in the Apple Media ToolKit, you must have PageMaker (version 4.01 or later) installed on your hard disk. For your convenience, PageMaker has been included on the Apple Presentation Reference Library CD. The folder called "PageMaker" contains the latest version of this software and instructions on how to use it and install it on your hard disk.
- **Apple Garamond:** This is the new Apple corporate font. The Apple Media ToolKit uses the PostScript version of Apple Garamond to view and print the PageMaker templates found within the Apple Media ToolKit. For your convenience, The Apple Garamond PostScript fonts have been included on the Apple Presentation Reference Library CD.
- **Other Fonts:** Helvetica and Symbol are also required. These fonts are included as a part of the standard LaserWriter II NT font families and should be installed on the startup drive.

If you are using system 6.0.X, use Font/DA Mover to install the screen fonts, If you are using System 7.0, simply drag the font suitcase files into your system folder.

More about Installing Fonts

In order to print the the materials in the Apple Media ToolKit, you will need the following fonts installed:

- Apple Garamond
- Helvetica
- Symbol (from the LaserWriter II NT family)

These fonts are found in the Fonts & Software: Fonts folder.

Apple Garamond

Apple Garamond is Apple's corporate typeface. By consistently using the same typeface in our external communications, we have built up a recognizable style that helps our customers quickly identify our messages and our products. Now, using Apple's corporate typeface is easier than ever.

Apple has obtained a worldwide site license for the Apple Garamond typeface from Bitstream, a major digital type foundry. The license allows Apple employees to copy and use the typeface for their work at Apple.

On this disc you will find a folder labeled Apple Garamond. It includes three other folders: TrueType Fonts, Screen Fonts, and PostScript Fonts. Each folder contains a complete set of the fonts that make up the Apple Garamond typeface family. The family includes three weights: light, book, and bold. Each weight has both a Roman (plain) and an italic version. The light weight is the regular, or text, weight. The book and bold weights provide two levels of emphasis.

How to Install Fonts Using System Software 7.0:

If you already have a version of Garamond, you should probably discard it to avoid confusion. (However, some people may need to keep an old version for revising publications that use it. Apple Garamond has unique font ID numbers and should not conflict with any existing fonts—that is, both Apple Garamond and other versions of Garamond will show up in font menus at the same time.)

If you are using System 7, installing the fonts will be easy. When installing Apple Garamond PostScript fonts, open your System Folder, open the PostScript Fonts folder, select the font files, and drag them into your System Folder. PostScript fonts should be on the same level as your System file—not in the System file and not in the Extensions folder.

To use Adobe Type Manager (ATM) with Apple Garamond, you need to install the 10-point and 12-point screen fonts in your System file. The Apple Garamond PostScript fonts must also be in the System Folder.

If you are using a version of system software that is earlier than System 7, you will need to use the Font/DA Mover to install the screen fonts in your System file. You will also need to drag the PostScript fonts into your System Folder.

How to Install Your New Fonts Using System Software 6.0.X:

To install Apple Garamond Screen fonts, double click the Apple Garamond screen fonts files and copy the screen fonts into the system on the startup drive.

Then copy the Apple Garamond printer fonts into the system folder on the startup drive. The printer fonts should float freely within the system folder.

If you are using a LaserWriter IINT (or above) you should already have the Helvetica and Symbol screen fonts loaded in your system.

Once you have installed these fonts, restart your computer.

Customizing Templates

The templates included in the Apple Media ToolKit can be customized with your name and location information, as well as pricing and configuration information. To take advantage of these customization features, you must have a basic working knowledge of PageMaker—know how to place and move graphics, create and manipulate text, etc.—and have the Apple Garamond font family installed in your System Folder. If you need help installing the fonts, please refer to the Apple Media ToolKit “Read Me” file.

How to customize the Apple Product Advertisements

The Macintosh PowerBook, Classic II, and Apple Computer Loan ad templates can be customized with your name and location information, as well as pricing information. To customize an ad with your reseller name and location you can either scan your dealer logo as an Encapsulated PostScript (EPS) file to place as a graphic or create a text block with this information. PageMaker—know how to place and move graphics, create and manipulate text, etc. To customize a Macintosh PowerBook or Classic II ad with a specific configuration and price, you need to create a text block with this information for the template.

How to customize the Apple Reseller Awareness Flyer

The Apple Reseller Awareness Flyer template can be customized with your name and location information, as well as pricing and descriptive copy. To customize the flyer with your reseller name and location you can either scan your dealer logo as an Encapsulated PostScript (EPS) file to place as a graphic or create a text block with this information. To customize your flyer with a specific configuration and price, you need to create a text block with this information for the template. If you want to use the descriptive copy blocks provided, you'll need to select the blocks from the pasteboard area outside the template border and move them into the appropriate

positions on the Awareness Flyer.

How to customize the Apple Product Matrix

The Apple Product Matrix template can be customized with your name and location information, as well as pricing information. To customize the matrix with your reseller name and location you can either scan your dealer logo as an Encapsulated PostScript (EPS) file to place as a graphic or create a text block with this information. To customize your matrix with specific price, you need to create a text block with this information for the template. The price text blocks should be created in 14 point Garamond Light. The blocks should then be moved into the appropriate cell in the matrix.

How to Print Templates

All of the templates in the Apple Media ToolKit can be printed from any LaserWriter printer or taken to a service bureau and output from an a Linotron typesetter or other imagesetting device. Before you print a template from your LaserWriter, be sure to check the Page Setup window under the File menu to make sure your document is set up to print correctly.

Template File Descriptions

PowerBook BS.50

Macintosh PowerBook Ad

This is a PageMaker template for a Macintosh PowerBook Ad that is targeted to the Higher-Ed market. It is a horizontally oriented 1/2 page broadsheet format—13" X 10 1/2". AESCs: This ad is eligible for 100% AppleFund reimbursement when produced with the Apple Education Sales Consultant logo.

PowerBook BS.25

Macintosh PowerBook Ad

This is a PageMaker template for a Macintosh PowerBook Ad that is targeted to the Higher-Ed market. It is a horizontally oriented 1/4 page broadsheet format—8 5/8" X 8". AESCs: This ad is eligible for 100% AppleFund reimbursement when produced with the Apple Education Sales Consultant logo.

PowerBook TL.50

Macintosh PowerBook Ad

This is a PageMaker template for a Macintosh PowerBook Ad that is targeted to the Higher-Ed market. It is a horizontally oriented 1/2 page tabloid format—10" X 7 1/2". AESCs: This ad is eligible for 100% AppleFund reimbursement when produced with the Apple Education Sales Consultant logo.

PowerBook TL.25

Macintosh PowerBook Ad

This is a PageMaker template for a Macintosh PowerBook Ad that is targeted to the Higher-Ed market. It is a horizontally oriented 1/4 page tabloid format—7 1/2" X 5". AESCs: This ad is eligible for 100% AppleFund reimbursement when produced with the Apple Education Sales Consultant logo.

Classic II BS.50

Macintosh Classic II Ad

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Loan Ad #1 BS.50

Apple Computer Loan Program Ad

This is a PageMaker template for an Apple Computer Loan Program Ad (version 1) that is targeted to the Higher-Ed market. It is a vertically oriented 1/2 page broadsheet format—8 5/8" X 16". Apple Loan Slicks #1 and #2 are the ONLY authorized ads promoting the Apple Computer Loan Program. AESCs: You must run this ad without copy changes and include the Apple Education Sales Consultant logo to be eligible for 100% AppleFund reimbursement.

Loan Ad #1 BS.25

Apple Computer Loan Program Ad

This is a PageMaker template for an Apple Computer Loan Program Ad (version 1) that is targeted to the Higher-Ed market. It is a vertically oriented 1/4 page broadsheet format—6

1/2" X 10 1/2". Apple Loan Slicks #1 and #2 are the ONLY authorized ads promoting the Apple Computer Loan Program. AESCs: You must run this ad without copy changes and include the Apple Education Sales Consultant logo to be eligible for 100% AppleFund reimbursement.

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Loan Ad #1 TL.25

Apple Computer Loan Program Ad

This is a PageMaker template for an Apple Computer Loan Program Ad (version 1) that is targeted to the Higher-Ed market. It is a vertically oriented 1/4 page tabloid format—5 1/4" X 7". Apple Loan Slicks #1 and #2 are the ONLY authorized ads promoting the Apple Computer Loan Program. AESCs: You must run this ad without copy changes and include the Apple Education Sales Consultant logo to be eligible for 100% AppleFund reimbursement.

Loan Ad #2 BS.50

Apple Computer Loan Program Ad

This is a PageMaker template for an Apple Computer Loan Program Ad (version 2) that is targeted to the Higher-Ed market. It is a vertically oriented 1/2 page broadsheet format—8 5/8" X 16". Apple Loan Slicks #1 and #2 are the ONLY authorized ads promoting the Apple Computer Loan Program. AESCs: You must run this ad without copy changes and include the Apple Education Sales Consultant logo to be eligible for 100% AppleFund reimbursement.

Loan Ad #2 BS.25

Apple Computer Loan Program Ad

This is a PageMaker template for an Apple Computer Loan Program Ad (version 2) that is targeted to the Higher-Ed market. It is a vertically oriented 1/4 page broadsheet format—6 1/2" X 10 1/2". Apple Loan Slicks #1 and #2 are the ONLY authorized ads promoting the Apple Computer Loan Program. AESCs: You must run this ad without copy changes and include the Apple Education Sales Consultant logo to be eligible for 100% AppleFund reimbursement.

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Flyer 8.5X10

Apple Reseller Awareness Flyer+ Misc. Copy Blocks

This is a PageMaker template for a Reseller Awareness Flyer that is targeted to the Higher-Ed market. It is a vertical template format prints front and back unfolded size 8 1/2 X 11" folds to approximately 8 1/2 X 3 5/8"; copy blocks float around template.

Product Matrix 8.5X10

Apple Reseller Product Matrix

This is a PageMaker template for a Reseller Product Matrix that is targeted to the Higher-Ed market. It is a horizontal format that prints front and back unfolded size 8 1/2 X 11"