

Tips for printing and folding the 2012 ISTE C brochure + insert

There are two versions of ISTE C's brochure, both in PDF format. One is a "digital version" that is displayed on ISTE C's website (it's also okay for e-mailing). The other is a "printable version" that is made specifically for printing. The printable PDF is a larger file with higher resolution and a different layout that's made for printing two-sided on an 8-1/2" x 11" piece of paper. It then folds into a trifold brochure that fits into a mailing envelope.

printing the brochure:

- Paper size: 11 inches x 8-1/2 inches, with horizontal page setup.
- Use a printer that can print two-sided pages.
- In the printer setup dialog, be sure the printer is set to print at 100%, no enlargement.
- Also be sure the printer is set to flip the two-sided copies on the paper's short edge, not the long edge (some desktop printers call this "short-edge binding").
- If possible, set your printer to print bleeds (no borders; prints out to edges of paper).
- Use white paper, so it will match the ISTE C business card (also helps retain the brightness of the colors).
- Use a slightly heavier paper than typical desktop printer paper, so the brochure will support the insert.
- Use a paper that isn't grainy (fibrous), so it takes a nice clean fold.
- If you're printing a large quantity, it's nice to see if you can get recycled paper.
- If you're printing on a heavy or grainy paper, it can help to score the fold lines before folding. Simply place a metal straight-edge along the intended fold and then lightly press a letter opener or similar not-too-sharp edge along the straight-edge guide.

printing the insert:

- Use a somewhat heavier paper, so the insert isn't too floppy.
- Use a printer that can print two-sided pages.
- The three columns should align correctly on each side for cutting into three inserts

Once the insert is printed, cut the three columns apart: three inserts per sheet.

- Use a paper cutter if you have one, so the edge is straight
- Make two cuts at each of the cut lines: one just a hair on each side of the marked line, so the line doesn't show on your finished insert

Folding the brochure:

Using the three inside panels as your guide, fold the right panel inward so the paper's edge aligns with the left edge of the text in the center panel. Then fold the left panel in, so the paper's edge on that side aligns with your first fold.



align with left edge of
text in center panel