



CUSTOM BROCHURE GUIDE

For Entry & Patio Doors

The design and printing of your custom brochure is very important to us. To ensure that you receive a quality, well designed brochure, we recommend that you follow the steps outlined below. If you have any questions, please e-mail custombrochure@thermatru.com.

Step 1

Cover Page

Please choose from the following two options:

- Picture of home to be provided by builder in either:
 - High resolution (at least 300dpi) image in a TIFF, JPEG, EPS file
 - A high quality color print to be scanned by Therma-Tru

- Beauty shot picture. Picture will be selected from the Therma-Tru full line catalog based on the door styles advertised in the brochure.

Step 2

Logo:

Your logo will be shown on the front page.

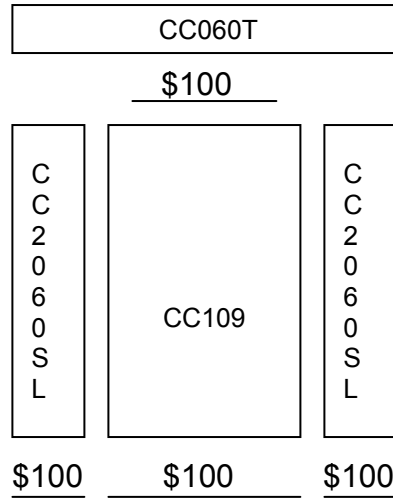
- Builder/Contractor/Dealer Logo to be provided in either:
 - High resolution (at least 300dpi) logo in a TIFF, JPEG, EPS file
 - High quality color print (ex. letterhead) to be scanned by Therma-Tru

Step 3 – Inside page layouts

Product Pages

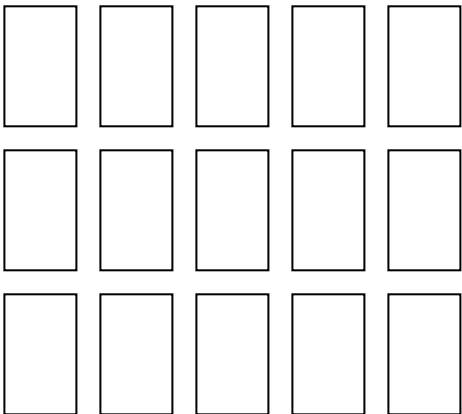
- Entry and patio door styles (including 8' doors), sidelites, and transoms can be placed on the inside or back pages (see example of brochure).
- Suggest placing one product line (Classic Craft®, Fiber Classic®, Smooth Star®, patio doors) per page.
- Door selection should follow templates provided. Place door styles numbers in the boxes. (Boxes left empty will not show up in brochure.)
- If not all boxes are filled, chose a key message from the list below or material from the Therma-Tru full-line catalog or fiberglass brochure to incorporate into your layout.
- Suggested arrangement options for doors, transoms and sidelites are found on pgs. 3 - 8. Choose a layout option and see the corresponding page to enter the data. If you are requesting a custom layout, please talk with a Therma-Tru representative and the printer.
- Boxes can be filled by printing the form and filling out with a pen or by inserting text boxes from the insert menu in Microsoft Word.
- If pricing is desired, include the price underneath each box (see example below.)
- Additional text (titles, warranties, features, etc.) will be placed according to the chosen products and the amount of free space available.
- A legend and sample of glass can be shown for coming and glass options (see example of brochure.)
- Choose two key messages from the list below to be included in the brochure
 - Therma-Tru® - The sign of quality 1/8 page
 - Therma-Tru System full page
 - AccuGrain™ technology 1/8 page
 - National Home Valuation Study full page or ½ page
 - Advantages of fiberglass 1/8 page
 - Comparison of CC and FC full page
 - Comparison of FC and SS full page
 - Finishing or staining 1/3 page
 - Why Fiberglass full page
 - Why Therma-Tru® full page

Example:

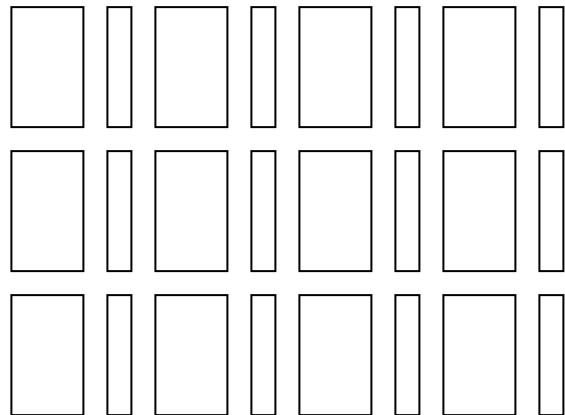


LAYOUT OPTIONS

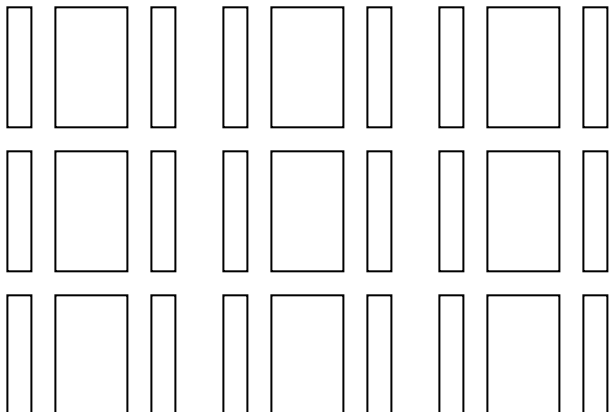
Option 1 Pg. 5 (15 individual doors)



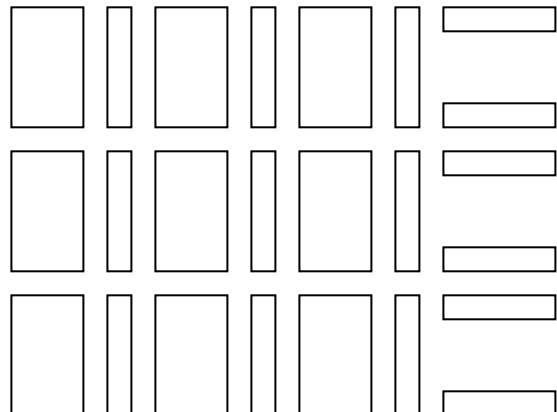
Option 2 Pg. 6 (12 doors with 1 sidelite)



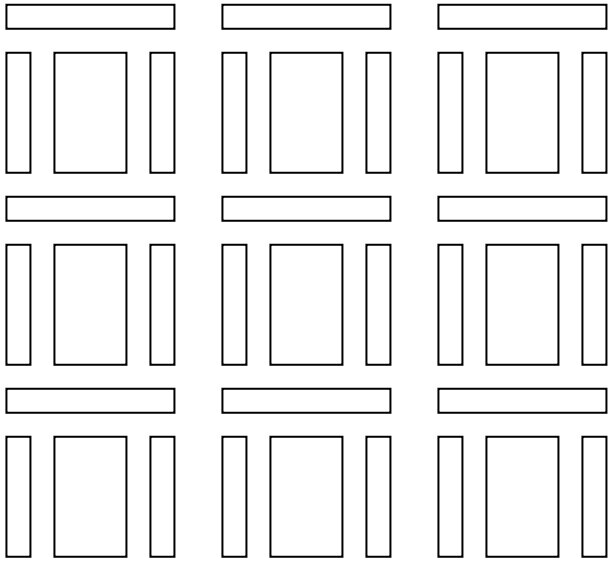
Option 3 Pg. 7 (9 doors with 2 sidelites)



Option 4 Pg. 8 (9 doors with sidelite/transoms)

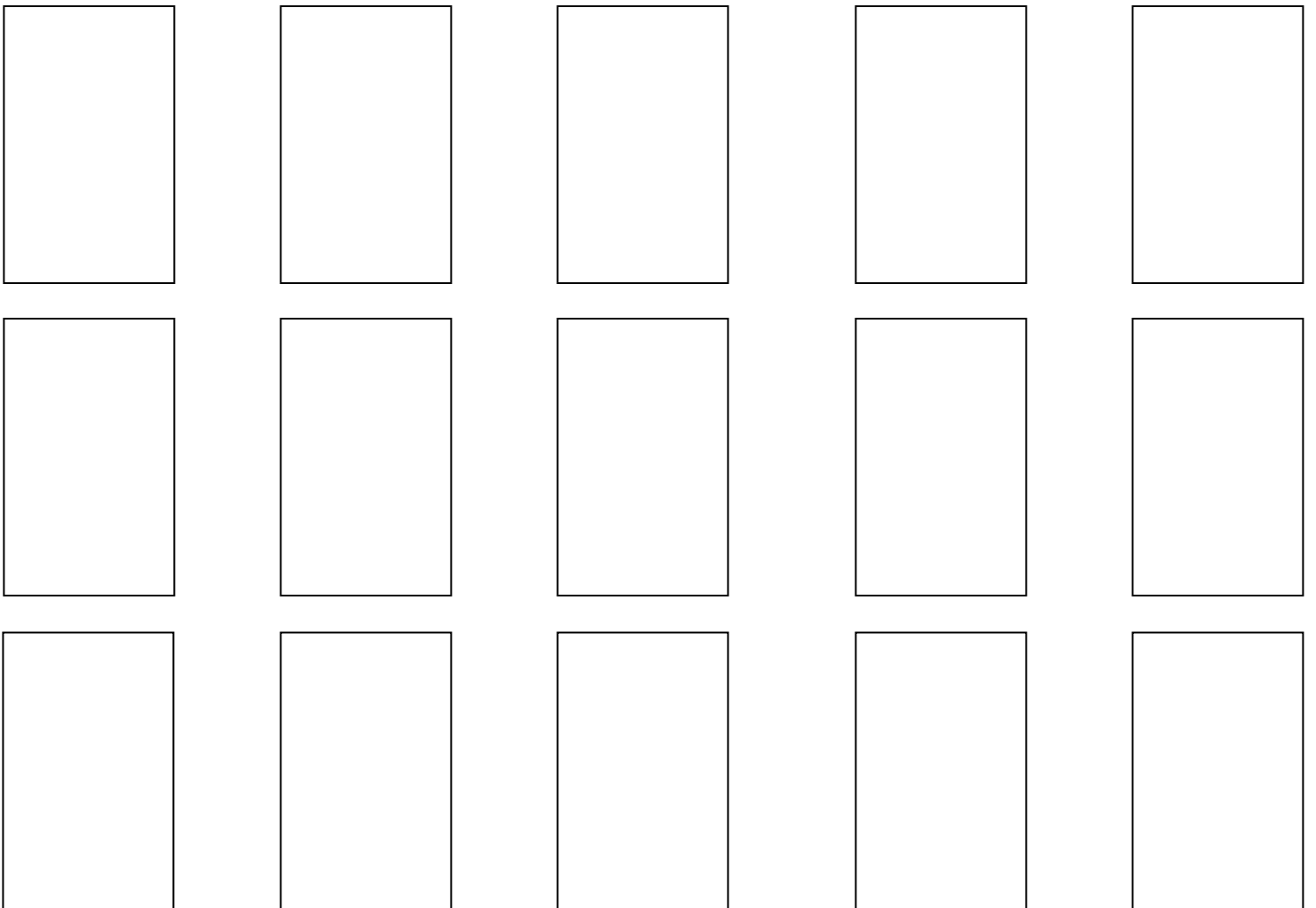


Option 5 Pg. 9 (9 doors with sidelites/transoms)

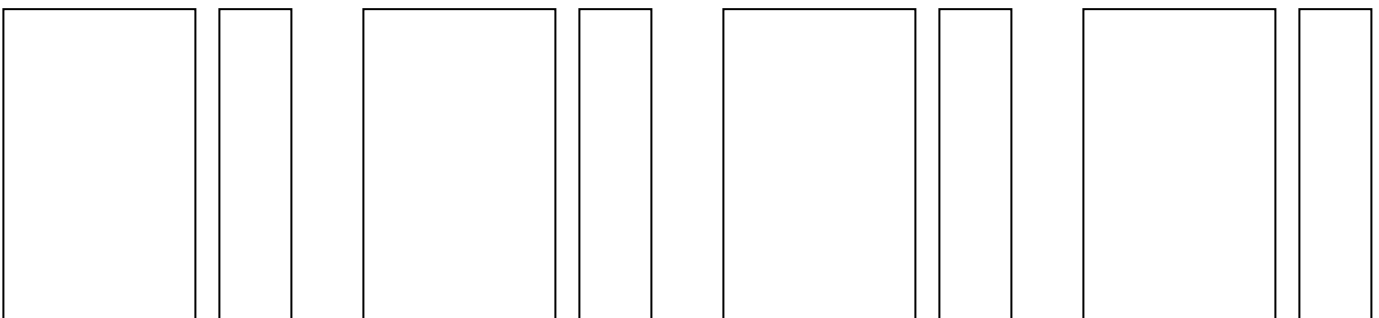
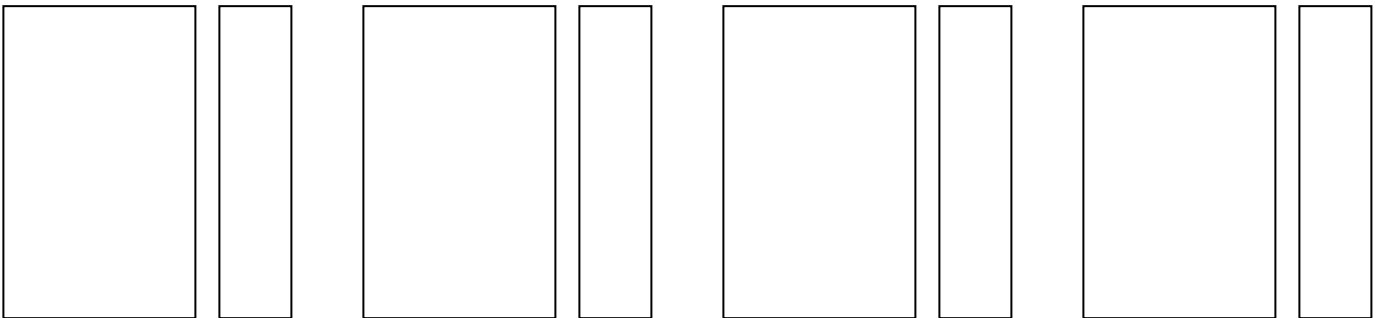
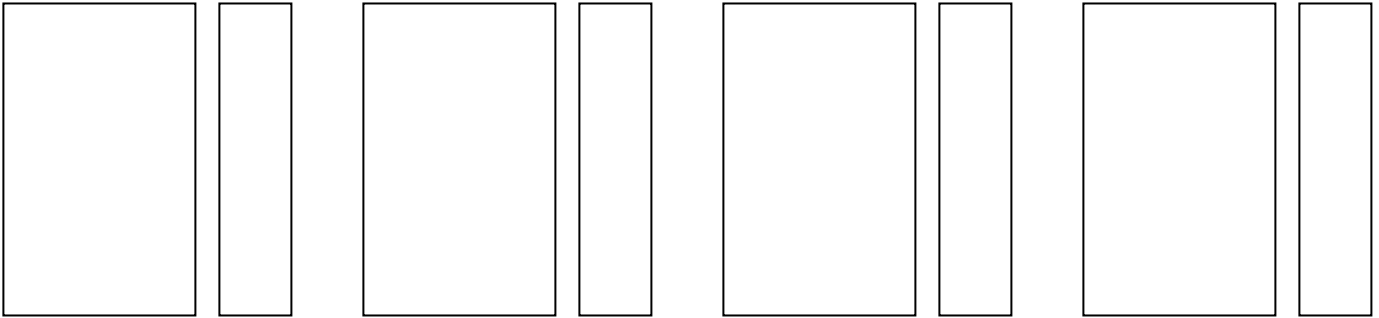


Note: Please copy the product pages according to your needs for 4-, 8- and 12-page brochures.

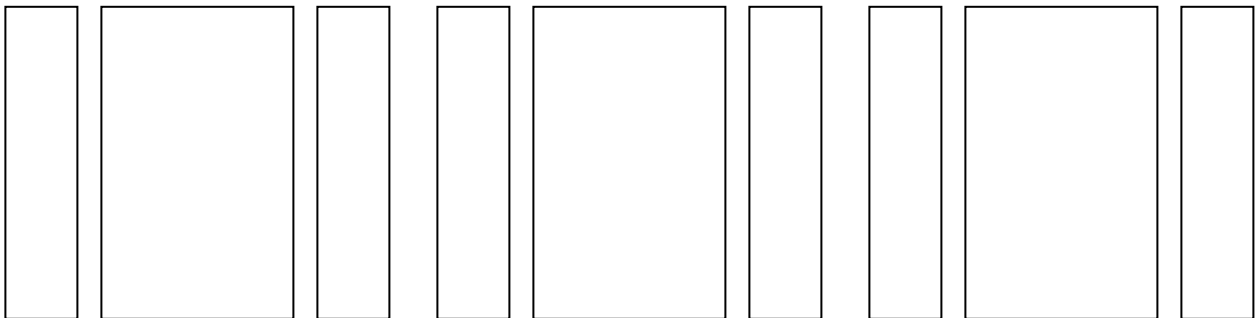
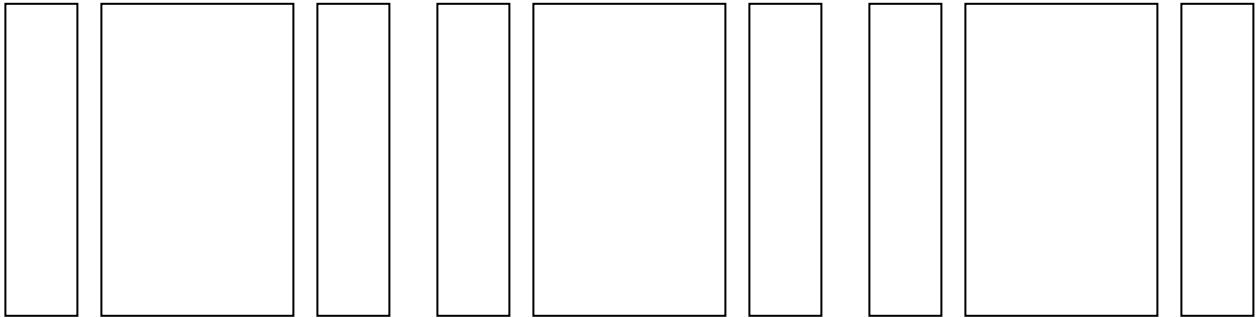
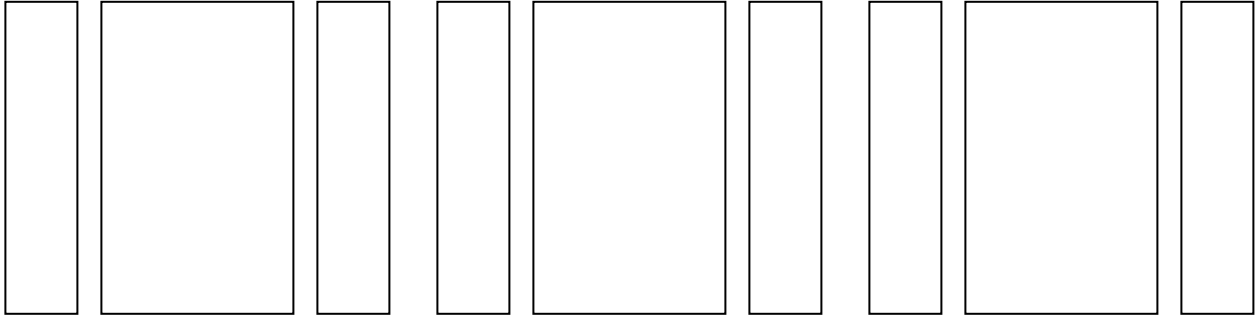
PRODUCT PAGE
(Option 1: 15 individual doors)



PRODUCT PAGE
(Option 2: 12 doors with 1 Sidelite)

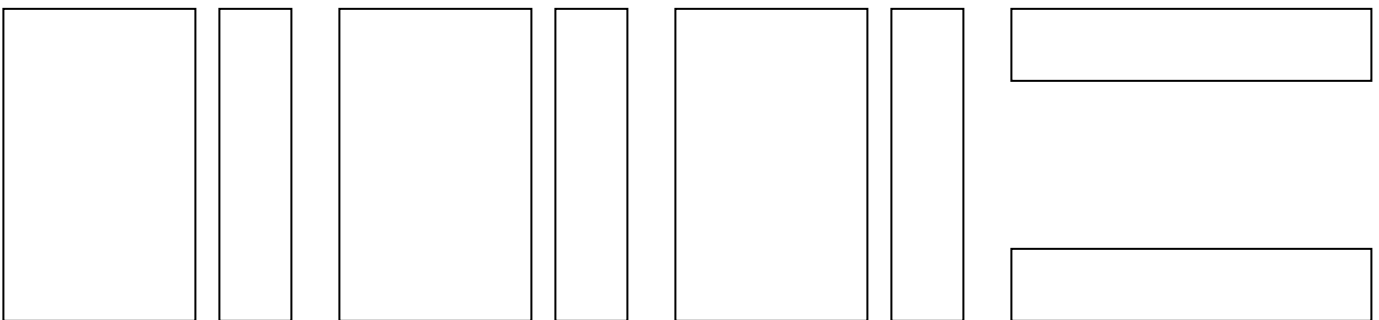
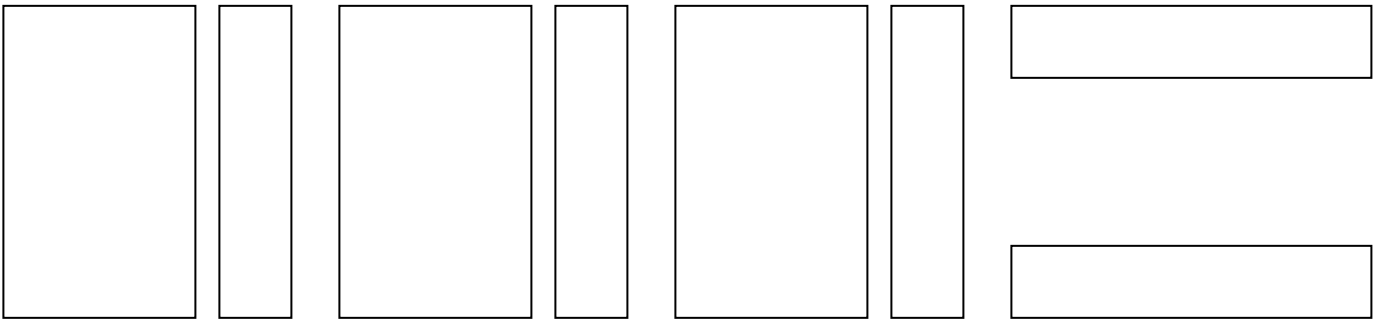
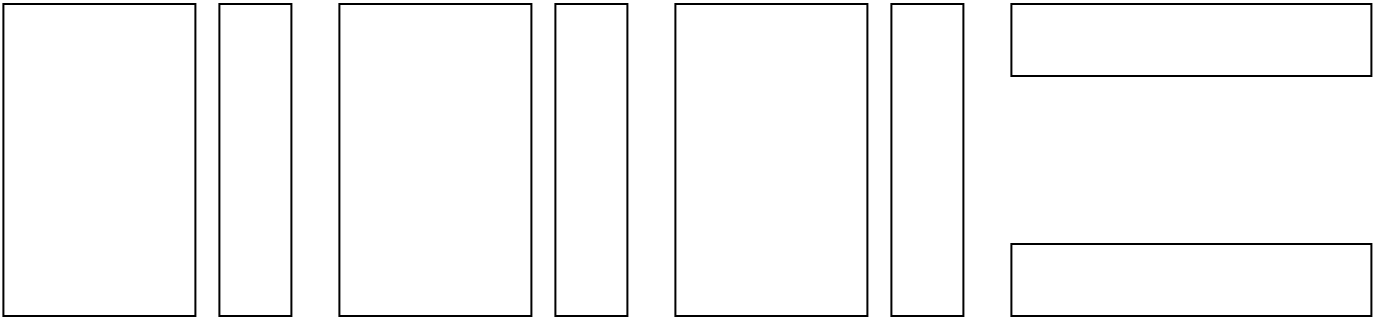


PRODUCT PAGE
(Option 3: 9 doors with 2 sidelites)



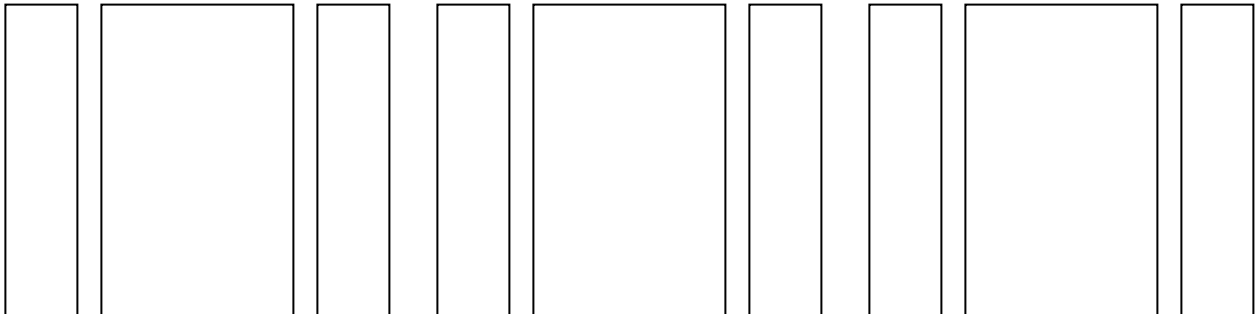
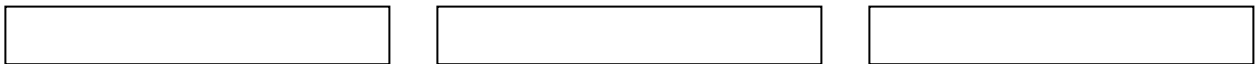
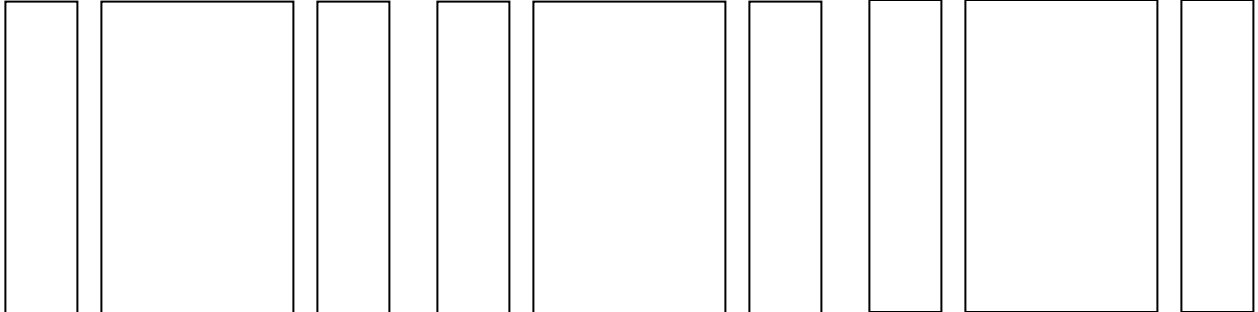
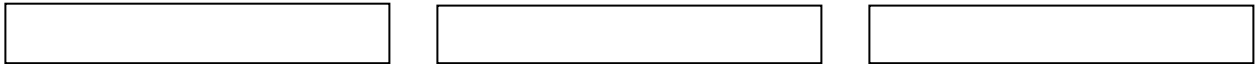
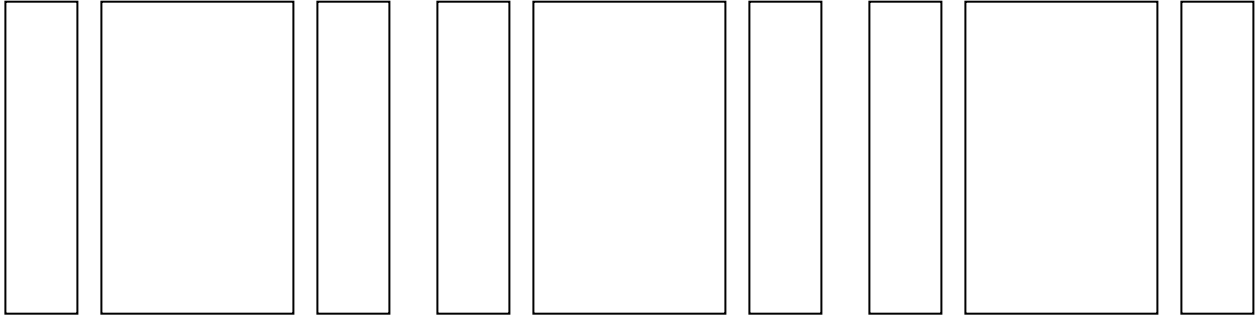
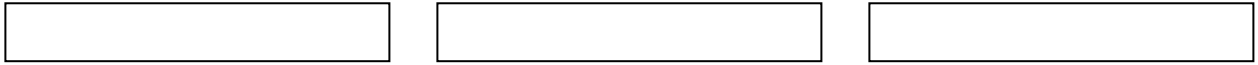
PRODUCT PAGE

(Option 4: 9 doors with sidelite and transoms)



PRODUCT PAGE

(Option 5: 9 doors with sidelites and transoms)



Step 4
Back Cover Page

Please choose from the following two options:

- Beauty shot picture of an entry door. Picture will be selected from the Therma-Tru full line catalog by Therma-Tru based on the door styles advertised in the brochure.

- Additional product information or key messages

Logo:

Your logo will be shown on the back cover page.

- Builder/Contractor/Dealer Logo to be provided in either:
 - High resolution (at least 300dpi) in a TIFF, JPEG, EPS file
 - High quality hard copy (ex. letterhead) to be scanned by Therma-Tru

- You can also include the installer's logo or contact info on the back page as an option. Logo to be provided in the same format as mentioned above.

Note: Therma-Tru reserves the right to use any custom brochure for promotional and/or advertising purposes.

Contact Info to be printed underneath logo:

Company name: _____

Address: _____

City, State, ZIP: _____

Phone: _____

Website: _____

Order and Bill to Information

Distributor: _____ Phone: _____
 Name: _____ Fax: _____
 Address: _____ E-mail: _____
 City, State, Zip: _____ PO#: _____

Ship to address, if different from above:

Company: _____ Name: _____
 Address: _____ Phone: _____
 City, State, Zip: _____

I want to order _____ brochures. Date: _____ Signature: _____

Custom Brochure (check a size)

Size	Design Charge	Quantity						
		100	250	500	1000	2500	5000	10,000
One-side	\$50	\$75	\$125	\$205	\$290	\$480	\$665	\$755
Two-sided	\$100	\$115	\$205	\$280	\$460	\$625	\$675	\$835
4-pager	\$200	\$200	\$300	\$590	\$625	\$705	\$860	\$1,225
8-pager	\$350	\$265	\$510	\$730	\$1,140	\$1,350	\$1,730	\$2,500
12-pager	\$500	\$330	\$550	\$1,030	\$1,785	\$2,075	\$2,600	\$3,675
16-pager	\$650	\$420	\$740	\$1,395	\$1,800	\$2,100	\$2,675	\$3,750

These prices **do not include** shipping and packaging costs.

Once everything is turned in, designers will begin working on your request. You can expect to receive a **PDF** (graphic layout sent via e-mail) for your **approval** after 7 working days (10 working days for the 12- and 16-page) and all the information has been received. Design process and costs could increase depending on the number of revisions you make. Once the PDF gets a final approval, the **printing and shipping process** will take 8 working days (10 working days for the 12- and 16-page.)

If the design process is started and the customer decides not to print the brochure, the design costs will be billed.

Note: All information must be forwarded together at one time.

Reminder: Review the completed guide with your distributor who will then forward the information to the appropriate Therma-Tru Territory Manager to initiate the process. Final costs will be invoiced to the distributor mentioned above to be co-op eligible.

Approval: Final approval for PDF on _____ (date) by _____ (signature).
(Final approval has to be made within 4 weeks of receiving the PDF-file)