

HOW TO BUILD A MASTHEAD

We can set up your masthead **THE WAY YOU WANT IT TO LOOK**. Let us know what you'd like. If you have letterhead with a layout & type styles you like or a logo send us a copy. Here are a few ideas.

ITEM	SAMPLES	WHAT DO YOU LIKE?
Your Name, and/or Business Name	"John A. Doe, EA" "JOHN DOE, E.A." "Acme Tax Service"	Initials in your name? With or without periods? UPPER CASE, or Upper And Lower?
Services, or Other Message	"Tax & Bookkeeping Services" "I Make House Calls" <i>"Enrolled to Practice Before the Internal Revenue Service"</i> larry@taxnewsandtips.com http://www.taxnewsandtips.com	Your messages. Use <i>Italic</i> or Bold for emphasis? Include your E-Mail Address? Include your Web Site Address?
Address	"123 First St., #15" "123 First Street, Suite 15" "123 FIRST ST., SUITE 15"	Mixed Case? Spell out "Street", "Suite", etc.? UPPER CASE?
Telephone Fax	"555-1313" "702-555-1313" "Tel (702) 555-1313" "Fax (702) 555-1212"	With or without Area Code? With or without "Tel" or "Phone"? Include FAX number?
Mail Flap Postal Endorsement Bulk Mailing	"Return Service Requested" "Forwarding Service Requested" "Address Service Requested" "Change Service Requested"	A good way to keep tabs on your clients. Forwarding of mail & notice of client's new address. Consult your Postmaster for information regarding postal endorsement services & costs. Bulk Mailers, consult your Postmaster.

Masthead Layout (Circle one) L1 L2 L3 L4 Sample Provided

Type Style (Circle one) T1 T2 T3 T4 Sample Provided

Masthead Information — **If you have a business logo please supply a black & white camera ready copy.**

Your Name and/or Business Name _____

Other Messages _____

Address _____

Telephone _____ FAX _____

Mail Flap Information: _____

Postal Endorsement: (Circle One) "Return Service Requested" "Address Service Requested"
"Forwarding Service Requested" "Change Service Requested" NONE

Bulk Mailing Permit # _____ City _____ State _____

A draft of your personalized masthead & mail flap will be sent to you for your approval prior to printing.

Please provide your fax number to expedite the processing of your order.

Send us this entire sheet (be sure to keep a copy for reference!)