

PTPN is pleased to provide you with this marketing tool, designed to educate your patients about the value of independent rehabilitation therapy. We encourage you to customize the brochures, then print and display them proudly in your waiting room or other patient areas. You may also find them useful in your local marketing and outreach efforts.

1. Right-click on the selected brochure document and save it to your computer.

Please note that you will not be able to save the PDF with your added information, only the original blank.

2. Open the document in Adobe Acrobat® Reader. (If you don't have it, download the latest version of the Acrobat® Reader [here](#) to view PDFs.) On page two of the document, click in the center of the blank third column. Your cursor will appear in a text box, where you can enter information about your practice in the blank area.

3. Type your practice information in the text box. For the most professional look, we recommend the following:

- Use only the Garamond font, sized at 14 to 20 points. To ensure that your copy uses these guidelines, type it in Microsoft Word and copy it into the PDF. You may also want to save any inserted text in a Word doc since you will not be able to save a copy of the brochure with your added text.
- Avoid using such font effects as bold or italics. With fewer effects, your information will look cleaner and be easier to read.
- Include such information as:
 - Practice name, address, phone and e-mail
 - Clinic hours
 - Specialty services provided
- Do not crowd the information to get as much in as possible — readers have a limited attention span, so include only the most important information. In addition, “white space,” or blank space surrounding text, will keep the panel readable and helps readers focus on what’s important. Use it!

4. Print the brochure. We have designed it to print well on most standard laser and inkjet printers; however, consider using a print or copy shop, like Kinko's, for the highest quality results, particularly if you don't have a color printer in your office. Most print shops will accept the document via e-mail or disk and print and fold it using professional equipment. If you choose to use your office printer, follow the manufacturer's instructions to print the brochure as a two-sided document.

NOTE: We recommend using a higher quality paper than standard multipurpose paper, such as paper identified as 24 lb. or higher and 92 brightness or higher.

5. Fold the printed brochures carefully in thirds. For optimal folding results, place the brochure on a flat, firm surface with the inside panel facing up. Fold the right panel of the page in so that the edge just touches the “l” in the word “Physical” in the inside headline. You can also use the PTPN logo on the back panel as a guide; the left edge of the logo should fall directly on the fold. Then, fold the left panel over so the edge of the page meets your first fold. Again, a local print shop can do this for you professionally.

6. Display the printed, folded brochures in your patient areas.

If you have any questions, please contact your local PTPN office.