

# PageMaker<sup>®</sup>



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## PAGEMAKER MARKETING HANDBOOK

*Excerpts from the PageMaker Information Center*

This handbook contains selected portions of the PageMaker Information Center, a sales and marketing tool distributed to authorized PageMaker resellers.



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*Excerpts from the PageMaker Information Center*

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This booklet was created with Aldus PageMaker 1.2 for the Macintosh and the Linotronic™ 100 imagesetter.

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## Selling PageMaker Makes Dollars and Sense.

*Understanding the basics of the desktop publishing market will take you a long way toward closing your first PageMaker sale. This section of the Information Center helps you get started.*

*It begins with the reasons you can benefit from selling PageMaker. It then summarizes what Aldus Corporation has learned about the market since we introduced PageMaker in July 1985 — showing where desktop publishing fits into the publishing history, highlighting the ten key selling points you can tell prospects, and summarizing important steps in making PageMaker sales.*

### **PageMaker contributes directly to your bottom line.**

- A new user spends an average \$10,000 on hardware when buying PageMaker.
- Add-on hardware sales totaling between \$1,000 and \$7,000 for each PageMaker sale can include graphics cards, memory boards, laser printers, scanners, high resolution monitors, and other peripherals.

### **PageMaker has established the industry standard for desktop publishing.**

- PageMaker is accepted worldwide as the desktop publishing leader — it has the largest installed customer base, is available in eight languages, and holds a major percent of the market share through computer retail stores in the United States.

■ *Infoworld* magazine named PageMaker the Software Product of the Year Runner Up for 1985. In April 1986, the Software Publishers Association (SPA) honored PageMaker as “The Best New Use of a Computer.”

■ In February 1987, *Infoworld* readers named PageMaker the best desktop publishing product and the best Macintosh software for 1986.

### **PageMaker sells to the broadest customer base of any desktop publishing system.**

■ PageMaker is used by more people to produce more kinds of printed communications than any other desktop publishing system — from memos and financial reports to newsletters and annual reports.

■ Only Aldus PageMaker is available for both the PC AT and compatibles and the Apple Macintosh, so it fits virtually any customer's operation.

■ PageMaker's compatibility with word processing and graphics programs, printers, scanners, and other peripherals means many businesses can easily add desktop publishing to their existing environments.

## Aldus Corporation concentrates on desktop publishing.

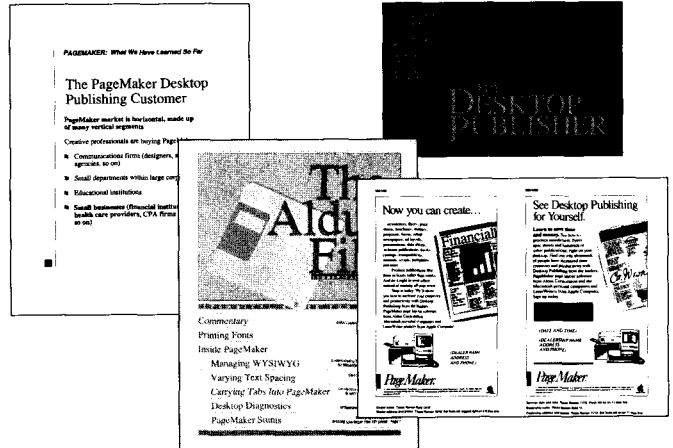
■ Not only did the publishing professionals at Aldus coin the term "desktop publishing," PageMaker's flexible design capabilities reflect their many years of experience in the publishing industry.

■ Aldus Corporation focuses its total resources on desktop publishing. Its engineers are constantly adding product enhancements and its experienced customer support staff is exclusively dedicated to assisting desktop publishing users.

## Aldus provides the tools to help you sell PageMaker.

■ Aldus provides extensive support for people who sell PageMaker.

- Local reseller training
- On-site support for reseller desktop publishing seminars
- Lead referrals from national advertising and public relations campaigns
- Scripted 35mm slide and overhead sales presentations
- Video presentations for prospects
- Merchandising kit
- Customer promotions
- PageMaker Demonstration Kit and Quick Tour
- Special pricing on full-feature store copies of PageMaker
- Advertising and direct mail kit



- Co-marketing with major computer vendors
- Bimonthly reseller newsletter
- Quarterly technical newsletter
- Telephone technical support
- Post-sale training materials

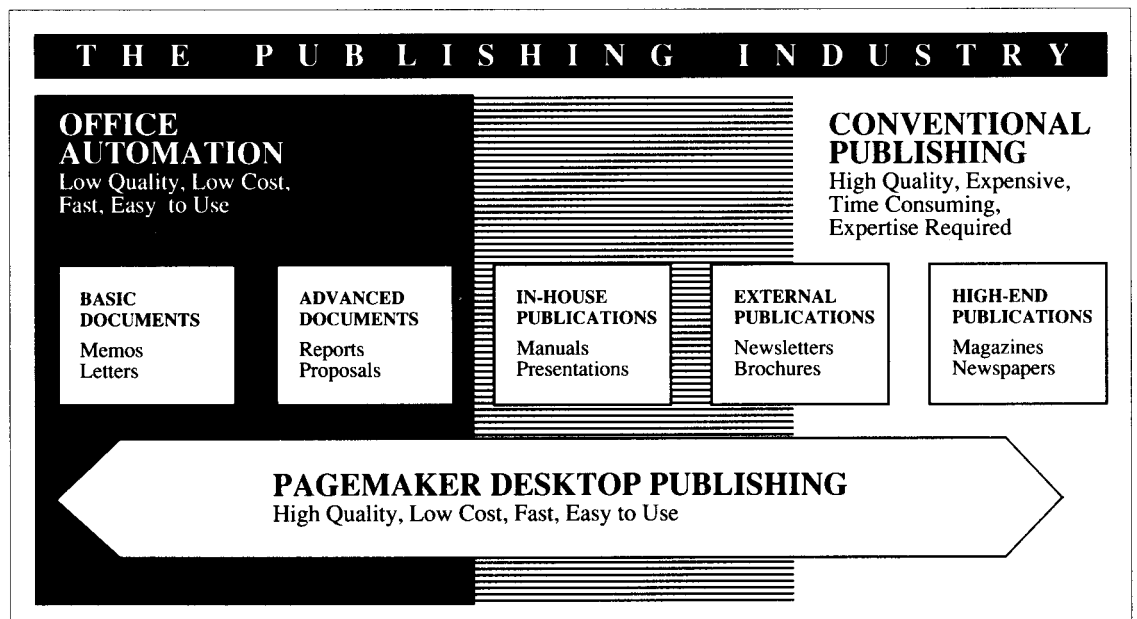
# The Desktop Publishing Market Offers Huge Sales Potential.

## PageMaker desktop publishing has created a broad new market.

Aldus Corporation President Paul Brainerd coined the term "desktop publishing" in 1984 to describe a new kind of publishing that takes advantage of microcomputer, laser printer, and page layout software technology. The growth of desktop publishing since then has exceeded even the most optimistic expectations. Now, people can inexpensively produce a wide range of high-quality publications themselves, rather than relying on outside suppliers for typesetting, paste-up, and other production services.

The chart below illustrates how PageMaker desktop publishing overlaps the functions of both office automation and conventional publishing, the two methods used for producing printed communications prior to the advent of desktop publishing.

**Office automation.** Office automation systems such as dedicated word processors and microcomputers can quickly produce reports, memos, and proposals. However, their limited formatting capability, coupled with their inability to integrate text and graphics, restricts their usefulness to producing these simple documents.



*PageMaker desktop publishing fills printed communications needs formerly met only by office automation at one end and conventional publishing at the other.*



**Conventional publishing.** Until the advent of PageMaker, brochures, annual reports, and other high-end documents relied on conventional publishing techniques. Large organizations purchased expensive dedicated publishing systems to produce their printed communications, while small and medium-size organizations turned to outside suppliers for such services. In either case, the production process was slow, tedious, and expensive.

**PageMaker desktop publishing.** Today, PageMaker meets broad needs formerly filled only by office automation at one end and by conventional publishing at the other — and, for the first time, merges the rapid turnaround of office automation with the quality of conventional publishing. Some customers report they use PageMaker for all their printed communications, from memos to glossy annual reports. In fact, PageMaker fills the broadest spectrum of publishing needs of any desktop publishing system available. In one program, PageMaker consolidates text editing, layout, and design tools.

### **The desktop publishing market is growing rapidly.**

Since PageMaker's introduction in July 1985, desktop publishing has received much national press attention. As this form of publishing becomes better known, the market is expected to swell to \$1 billion by 1990.

Despite the success of PageMaker and desktop publishing, more than 95 percent of the market's possible customers do not yet know about desktop publishing — and enormous sales opportunities

exist. Any business, governmental agency, or educational organization that produces printed communications is a potential PageMaker prospect.

## **Ten Key Selling Points Close PageMaker Sales.**

### **1. PageMaker can be used by everyone throughout an organization.**

Its intuitive user interface makes it easy for anyone to learn and use. In fact, it is quicker to master than any other publishing system.

### **2. PageMaker produces publications of all kinds.**

It can produce any publication that requires both text and graphics, from memos and reports to training manuals and annual reports. PageMaker helps users create a broader range of applications more quickly than any other desktop publishing software.

### **3. PageMaker is a proven product.**

More people use PageMaker to produce more kinds of publications than any other publishing system.

### **4. PageMaker fits your prospect's environment.**

It is available for both the PC AT and compatibles and the Apple Macintosh. It is the only desktop publishing software that runs on both systems and the only one that allows users to exchange files between the two systems.

### **5. PageMaker is compatible with more software, hardware, and peripherals than any other desktop publishing system.**

PageMaker interfaces with more word processing and graphics programs, printers, and scanners than any other system — another way it fits your prospect's way of doing business.

6. **PageMaker gives customers in-house control over the production of printed communications.**  
It lets *them* set the schedule and gives them the flexibility to insert late-breaking copy.
7. **PageMaker reduces production time.**  
Its speed and flexibility cut the hours needed to complete a project and minimize turnaround time.
8. **PageMaker pares production costs.**  
People report they usually save enough to recoup their \$10,000 investment in six months to a year.
9. **PageMaker often improves the quality of people's publications.**  
They say it gives them more time to concentrate on details and lets them make changes as they go.
10. **PageMaker lets people do things they could not do before.**  
It helps customers develop more effective graphic presentations and meet otherwise impossible deadlines.

## Five Steps Add Up To PageMaker Sales.

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1. **Get to know desktop publishing and PageMaker.**  
This Information Center gives you a better understanding of publishing, tips on selling PageMaker, ideas for add-on products you can sell, a set of selling tools, and much more.
2. **Find prospects everywhere — starting with your installed base.**  
Almost anyone can use PageMaker. Look to your own installed base, Aldus leads, customer referrals, and direct mail campaigns as rich sources of new prospects.

3. **Demo PageMaker to prospects.**  
Because PageMaker is highly interactive and visual, product demonstrations are effective sales tools. Give your prospects a PageMaker demonstration, using the section labeled "Demonstration Techniques" on pages 23 and 24 to guide you. "Questions People Ask," starting on page 42, provides other useful information.
4. **Make multiple PageMaker sales by giving seminars.**  
Salespeople have found that seminars are *the* best way to sell PageMaker. "Successful Seminars" section on pages 29 to 34 offers suggestions from Aldus staff and PageMaker resellers for giving profitable seminars. Aldus also provides a set of seminar tools: video, slide and overhead transparency sales presentations, PageMaker-produced invitations, and advertising slicks. Aldus field sales representatives are often available to make presentations at reseller seminars.
5. **Use the PageMaker selling tools Aldus provides.**  
Aldus gives salespeople tools such as this Information Center, a bimonthly newsletter, brochures, technical telephone support, and customer promotions. See the section titled "Support Services for Resellers", on page 48, for details — and use these effective tools to close sales.



# Understanding Publishing Helps Sell PageMaker.

*Knowing how people produce their publications following conventional publishing methods helps you close sales because you can show prospects that PageMaker will solve their daily production problems. This section compares PageMaker desktop publishing to traditional publishing methods.*

## Desktop publishing has forever changed the way printed communications are produced.

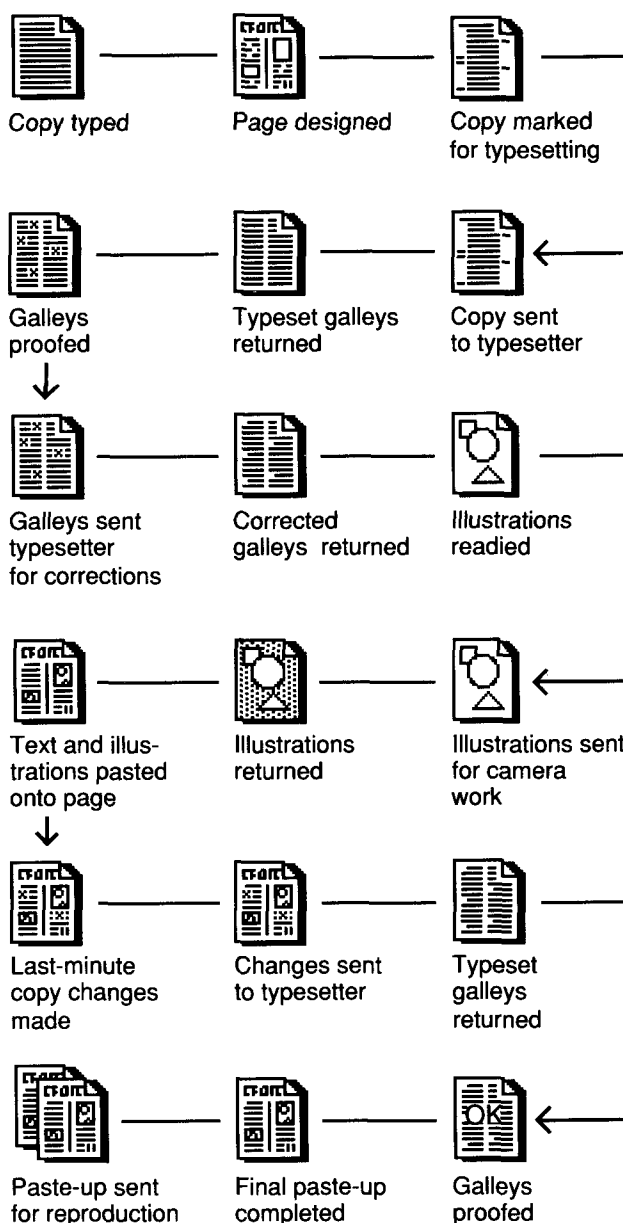
From the invention of movable type in the 1400s until the introduction of desktop publishing, publishing was controlled by specialists operating expensive machines. Desktop publishing puts low-cost, high-quality publishing in the hands of people who previously had to rely on outside specialists to produce their publications. Now they can do it themselves on their own schedules, and they can save money in the process.

Producing effective publications with conventional publishing is so difficult that it is generally assumed that people must sacrifice quality, price, or turnaround to get a project done. Desktop publishing provides high quality, affordable prices, and rapid turnaround for every project.

## Conventional publishing involves time-consuming procedures.

All people who produce printed documents are involved in publishing, whether they create forms or design high-gloss brochures. And, all follow the complex steps of conventional publishing outlined in the chart at the right.

### How Conventional Publishing Works



■ Typically, staff of businesses, governmental agencies, and educational institutions produce printed communications in two ways.

— An in-house department produces as much of the publication as possible, usually the design, paste-up, proofing, type specing, and coordination. It relies on outside suppliers for typesetting, illustrations, and final reproduction.

— The in-house staff relies on outside suppliers for all production and coordinates the process to meet its objectives.

■ Design groups and other communications firms generally produce publications for their clients by accomplishing as much of the work in-house as possible, relying on outside typesetters and others as necessary.

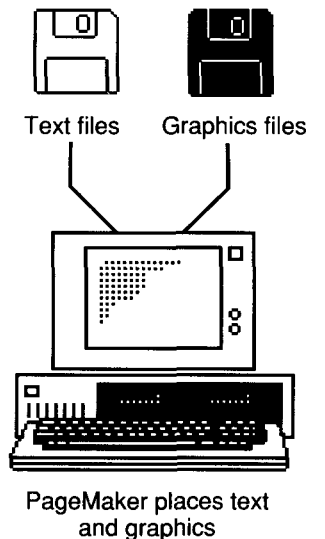
## Desktop publishing cuts production steps.

Aldus Corporation's PageMaker, released in July 1985, brought desktop publishing worldwide recognition as an alternative to conventional publishing. PageMaker augments and streamlines the process, giving people virtually complete control in-house over the publishing process.

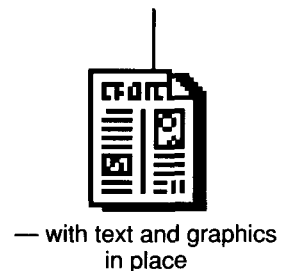
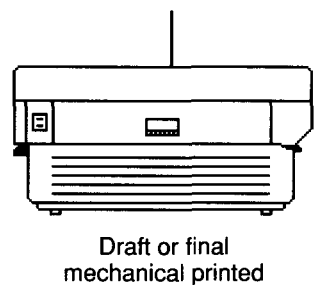
PageMaker permits them to begin their work as they are accustomed to, with a blank page on a layout board — except that the blank page appears on the computer screen. From there, PageMaker follows basic publishing steps, eliminates mundane tasks, and lets them make changes at any point in the production process. The chart at the right shows how this is accomplished.

## How PageMaker Desktop Publishing Works

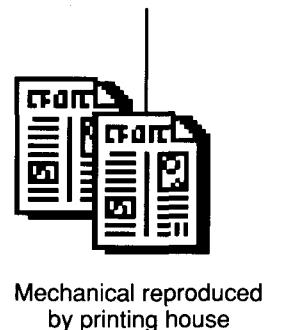
PageMaker integrates text and graphics from other software programs by placing them onto a page. Its built-in text-editing and graphics capabilities facilitate page composition.



A mechanical (or paste-up) of each page is printed, with text and graphics in place.



Mechanicals are sent to a printing house, which adds color and drops in logos or photos as desired before reproducing the publication.



# PageMaker's Savings Plan

(For a camera-ready 16-page monthly newsletter, including headlines and artwork.)

Production task	Conventional method using some in-house facilities		Conventional method using all outside services		Desktop publishing method using PageMaker	
	Cost	Day	Cost	Day	Cost	Day
Preliminary layout and design	\$90	1	\$300	1	\$30	1
Text mark-up	30	2	100	2	N/A	
Typesetting and coordination	930	3	1000	3	N/A	
		4		4		
		5		5		
		6		6		
Proofreading	80	6	160	6	40	2
Camera work	200	7	200	7	40	3
Final paste-up	100	8	200	8	40	4
		9		9		
<b>Total number of days</b>		9		9		4
<b>Cost per issue</b>		\$1,430		\$1,960		\$150
<b>Cost per year</b>		\$17,160		\$23,520		\$1,800
<b>Savings per year with PageMaker</b>						\$15,360 to \$21,720

# Some Advantages of PageMaker Desktop Publishing Over Conventional Publishing

## Using Conventional Publishing

**Typesetting —**  
Type must be corrected by the typesetter, a process that takes days.

**Marking type specifications —**  
Blocks of type must be hand-marked for the typesetter.

**Making late copy changes —**  
Type must be sent to the typesetter, which can take days and virtually eliminates the option of inserting last-minute information.

**Pasting pages —**  
Blocks of type and illustrations must be pasted by hand on each page.

**Reusing mechanicals —**  
A pasted mechanical can be reused only if information is identical and the bits of type have adhered to it.

**Sizing and cropping graphics —**  
Graphics must be sized before paste-up. Changes are time-consuming and often require costly camera work.

**Drawing rules, borders, boxes, and circles —**  
These elements must be hand-drawn or created with border tape; circles can be copied from format books or drawn with a compass — processes that are time-consuming and prone to error.

**Placing white type on a dark background —**  
Reverse type requires a camera process that adds time and expense.

## Using PageMaker

**Typesetting —**  
Typesetting and corrections are done in-house, immediately.

**Marking type specifications —**  
Users can specify type as they word process text or at any point in the page production process.

**Making late copy changes —**  
Any changes can be made and printed immediately, up to the last minute if needed.

**Pasting pages —**  
Type and illustrations are printed in place on each page following the pre-set format. The need to paste is virtually eliminated.

**Reusing mechanicals —**  
The format of a publication can be saved on disk and called up time and again for new publications.

**Sizing and cropping graphics —**  
Graphics can be resized or cropped at will.

**Drawing rules, borders, boxes, and circles —**  
The PageMaker toolbox allows users to quickly and accurately draw rules of varying widths, borders of several designs, and boxes and circles of any size.

**Placing white type on a dark background —**  
Placing white type on a background is a routine matter, performed instantaneously on screen.

# Glossary of Publishing Terms

Although you do not have to know all these terms to close a sale, familiarity with them will make you feel more comfortable with your prospects. Italicized words are defined elsewhere in the glossary. The PageMaker user manual includes a glossary of PageMaker-related terms.

**body type:** type for the main text of a newsletter or report.

**boldface type:** type that is darker and thicker than the rest of the type around it.

**camera-ready, mechanical, or paste-up:** pages ready to be photographed for reproduction on a printing press.

**caps:** capital letters.

**copy:** text in its unprinted form.

**condensed type:** typeface that is narrow in proportion to its height.

**cropping:** trimming a photo or illustration to a desired size or eliminating unessential portions of it to fit a given space.

**display type:** large type, usually 18-point or more, used to attract attention.

**dummy:** a rough layout of the actual size of a page or publication showing how text and graphics are to be arranged.

**flush left, ragged right or flush right, ragged left:** text that aligns down its left margin and ends in uneven lengths along its right margin is flush left, ragged right. For flush right, ragged left, the opposite applies. (This text is flush left, ragged right.)

**font:** complete assortment of type characters in one face and size, including caps, lowercase, punctuation marks, and symbols.

**format:** page size specifications, margin widths, column designations, and anything else related to the appearance of a printed page.

**galley proof:** initial version of typeset materials, generally used for proofreading.

**hairline:** the thinnest rule possible. PageMaker supplies hairlines.

**h & j:** hyphenation and justification, which automatically breaks words in dictionary-standard syllables without disturbing line justification. PageMaker supports h & j.

**halftone:** reproduction of a photograph through conversion of the image into dots of various sizes.

**imagesetter:** machine that prints an entire page with true typeset quality text and computer-generated graphics in position. The Allied Linotronic 100 imagesetter prints with a resolution of 1,270 dots per inch, the Linotronic 300 at 2,540 dots per inch.

**justification:** adjusting word and letter spaces so that text aligns down a column's left and right margins. PageMaker supports automatic justification as a format option. (This paragraph is justified).

**Kerning:** adjusting the space between two characters of type, usually to bring them closer together. PageMaker supports manual and pair kerning.

...PAGE.....PAGE.....

**layout:** arrangement of text, headlines, and graphics on a page.

**leading:** the amount of space from baseline to baseline of any two consecutive lines of type. PageMaker supports variable line spacing from 4 to 127 points.

**line spacing:** *See leading.*

**mechanical or paste-up:** final, exact layout of artwork, including type, graphics, folios, headlines, and so on, ready to go to the printer. *See camera-ready.*

**offset printing:** photochemical process by which an inked impression of a mechanical is made, then printed on paper. Most newsletters, sales flyers, and other small publications are printed in this manner.

**pagination:** sequential page numbering. PageMaker supports automatic pagination.

**paste-up:** *See mechanical.*

**pica:** unit for measuring the width and depth of type lines. There are 6 picas to the inch, so a block of type 3 inches wide and 1 inch deep would be described as

18 picas wide and 6 picas deep. Type is seldom measured in inches.

**point:** unit for measuring type height and rule width. There are 72 points to the inch. Type sizes 6 to 72 points are most commonly used. PageMaker supports type specifications up to 127 points and can stretch type beyond that.

**proof:** typeset version of a page or portion of a page, generally used for proofreading.

**reverse type:** white type on a darker or black background. PageMaker is capable of reversing type.

#### Reverse

**rule:** any straight line, such as the rules between columns or around boxes. PageMaker supplies rules of varying widths.

**runaround or wraparound:** *See wraparound.*

**scaling:** enlarging or reducing the size of a graphic element without changing the ratio of its dimensions. PageMaker is capable of scaling graphics.

**screening:** shading text or graphic elements by printing at less than 100 percent black or another color to create shades of black or the color. PageMaker supplies a variety of screens.


**serif and sans serif:** serifs are the short cross-lines (or feet) at the ends of the main letter strokes in certain typefaces. Typefaces without serifs are called sans serif.

**thumbnail:** miniature sketch of a page's layout. PageMaker can print up to 16 thumbnails on a single page.

**tissue:** sketch of page design on transparent, tissue-like paper.

**typeface:** style of type, such as Times roman. *See font.*

**typography:** style, arrangement, or appearance of typeset material.

 **wraparound:** type that has been adjusted in line length to fit around an illustration, photograph, or other graphic element.

## Sources of Additional Information

### Magazines

*Communication Arts*, Coyne and Blanchard, Inc., P.O. Box 94303, Palo Alto, CA 10300.

*Graphic Arts Monthly*, Graphics Arts Publishing Company, 875 Third Avenue, New York, NY 10022.

*Magazine Design & Production*, Globecom Publishing Limited, 4551 West 107th Street, Suite 210, Overland Park, KS 66207.

*Personal Publishing*, The Renegade Company, P.O. Box 390, Itasca, IL 60143.

*Publishers Weekly*, Publishers Weekly, Inc., P.O. Box 1428, Riverton, NJ.

*Publish!*, PC World Communications, Inc., 555 De Haro St., San Francisco, CA 94107.

*The Seybold Report on Publishing Systems*, Seybold Publications, Inc., Box 644, Media, PA 19063.

*U&Ic*, International Typeface Corporation, 2 Dag Hammarskjold Plaza, New York, NY 10017.

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# PageMaker's Design Is a Major Factor in Its Success.

Customers worldwide cite similar reasons for buying and using PageMaker. Emphasizing these factors helps you sell PageMaker to others. This section describes PageMaker features in two ways — ranked according to customer popularity (list) and highlighted by function (chart).

## PageMaker's popularity is based on six key elements.

PageMaker looks, feels, and operates the same on the PC AT and the Macintosh, offering the built-in power, flexibility, and ease of use that people consistently say are the major reasons they like PageMaker.

### 1. PageMaker formats text, allowing:

- Specification of heads and sub-heads (from 4 to 127 points in size), selected styles (bold, italic, underlined, and so on), and various typefaces (Times, Helvetica, and so on).
- Creation of multiple columns of type on the page.
- Automatic hyphenation of justified type.\*
- Instantaneous resizing of column widths with automatic recomposition of text throughout the document.\*
- Insertion of thin-space periods, dashes, or other user-defined leaders in space between tabbed items.\*

### 2. PageMaker integrates text and graphics onto pages, incorporating:

- Fully formatted files from leading word processors and graphics programs.
- Transfer of type size, type style, tab settings, and indent information in text files.

### PageMaker Portfolio — Design Templates

The PageMaker design template series helps both novices and graphic artists quickly create professional-looking publications. The popular first edition, *PageMaker Portfolio: Designs for Newsletters* for PageMaker 1.2 and 2.0 on the Macintosh, was released in November 1986. Resellers will be informed as other template packages are released. Each package of *PageMaker Portfolio* will include templates on disk and a workbook with a tutorial, directions for creating specific publications, and advanced techniques for embellishing the basic template formats. Future template packages will cover manuals, flyers and brochures, catalogs and price lists, and corporate communications.

#### How to use *PageMaker Portfolio* as a sales tool.

- Demonstrate the templates at seminars to illustrate how quickly almost anyone can produce better-looking documents than they imagined possible.
- Show the templates workbook as an example of the high quality support people receive from Aldus Corporation.
- Create your own PageMaker documents using the templates and use them for direct mail and other applications.
- Develop a sales promotion around a special *PageMaker Portfolio* offer you create.

\* New capabilities found in both PageMaker 2.0 for the Macintosh and PageMaker 1.0 for the PC AT and compatibles.

### 3. PageMaker turns the computer screen into an electronic paste-up board, providing:

- A page-production process that follows basic layout procedures.
- An intuitive user interface that makes it easy for people untrained in typesetting, graphic arts, and page design to learn.

### 4. PageMaker incorporates a host of built-in design tools, allowing:

- Proportional and unproportional resizing of graphics.
- Cropping of graphics from any side or corner.
- Drawing of lines in various widths and styles.
- Drawing of squares, rectangles, circles, and boxes with rounded corners.
- Use of borders and fill patterns.
- Selection of varying shades of gray.

### 5. PageMaker incorporates a host of built-in layout tools, allowing:

- Nonprinting column guides and rulers to help align graphic elements.
- On-screen horizontal and vertical rulers to measure inches, picas, points, and millimeters.

### 6. PageMaker gives users an interactive environment, supporting:

- Built-in design flexibility.
- Experimentation with the look of the page by making changes at will until a final page format is developed.
- Ability to insert last-minute information.

### People also like these PageMaker capabilities.

- **Direct file exchange**  
PageMaker publications can be exchanged directly between the IBM PC AT and the Apple Macintosh with text formatting and bit-map graphics intact.. In addition, PageMaker for the Macintosh places files from major PC word processing programs with formatting intact. PC PageMaker places MacPaint graphics files directly.\*
- **Built-in text editor**  
Users can write and edit text, modify type specifications, or alter paragraph alignment.
- **Threaded text**  
Text files thread together from column to column and page to page, so that when changes are made in one portion of the story, PageMaker quickly recomposes text throughout the document.
- **Multiple page views**  
Five interactive viewing sizes for page layout facilitate exact placement and arrangement of text and graphics.
- **Interactive facing pages**  
Users can work on double-page spreads without having to shift back and forth between the left- and right-hand pages.\*
- **Long documents**  
PageMaker creates files up to 128 pages which the program's automatic page numbering capability can combine to create publications up to 9,999 pages.\*
- **Custom page sizes, variety of orientations**  
PageMaker produces horizontal or vertical pages up to 17 inches by 22 inches.\*
- **Hyphenation**  
PageMaker supports three methods of hyphenation:
  - Automatic, using a 110,000-word dictionary.\*
  - Prompted, alerting users to hyphenate words not found in the dictionary.\*
  - Manual, allowing users to insert hyphens as they want.
- **Master pages**  
Master page templates accommodate standard formats with elements such as logos and running headers and footers in place.
- **Wrapped text**  
Users can wrap text easily around graphics.
- **Letter kerning**  
People can reduce the space between certain letter combinations using automatic or hand kerning as desired.\*

# A Few Reasons People Like PageMaker

The image shows a sample page from 'Arch News' magazine, Issue #12, Winter. The page is divided into several columns and sections. Callouts from the surrounding text point to specific features on the page:

- Automatic and manual letter kerning are available:** Points to the headline 'Arch News'.
- PageMaker scales graphic elements to fit:** Points to a drawing of a classical building facade.
- Master page templates accommodate standard formats with fixed elements:** Points to the top header area containing 'Architectural Design', 'Issue #12', and 'Winter'.
- Reverse type is quickly achieved:** Points to the 'Arch News' headline.
- Varying shades of gray are available:** Points to a decorative flourish.
- Spacing between lines (leading) changes instantly:** Points to a paragraph of text.
- Built-in tool provides rules in varying widths and styles:** Points to a vertical line separating columns.
- Automatic hyphenation is available:** Points to a line of justified text.
- Text can be justified, ragged right, ragged left, or centered:** Points to a line of centered text.
- PageMaker accepts scanned images:** Points to a large, stylized signature 'C. W. Wren'.
- Built-in text editor allows instant copy additions and deletions:** Points to a block of text.
- Copy threads to the next page for easy placement:** Points to a line of text that continues on the next page.
- Type is available from 4 to 127 points in size:** Points to a small line of text.
- PageMaker accepts fully formatted text and graphics files:** Points to a decorative column capital.
- Layout options include multiple columns of varying widths:** Points to the overall page layout.
- Built-in tools draw boxes and circles:** Points to a rectangular box around a section of text.

# PageMaker Capabilities

## User Interface

- Screen functions as an electronic paste-up board, complete with rulers, column guides and a toolbox of design aids
- Pull-down menus
- Mouse-based selection and manipulation of text, graphics and menu commands
- Many keyboard shortcuts
- Five page views: full page, actual size, 200% enlargement, and 50% and 75% reductions
- WYSIWYG (what-you-see-is-what-you-get) screen display
- A highly intuitive and interactive environment for electronic page composition

## Document Formatting

- Up to 128 pages per file, 9,999 pages per document
- Up to 20 columns per page
- Page sizes up to 17 inches by 22 inches
- Master pages for recurring design elements and page numbers
- Automatic page numbering
- Independent formatting of left- and right-hand pages
- Ability to override master page formats at any point in the document
- Ability to insert or delete pages

## Page Composition

- Complete control over page composition
- Ability to integrate text and graphics from many sources
- Ability to change the number of columns and column widths (regular and irregular)
- Ability to resize and reposition text blocks
- Ability to resize and reposition graphic elements
- Ability to see and work on facing pages simultaneously

## Text Handling

- Powerful built-in text editor for inserting, deleting, cutting, pasting or creating new text
- Ability to change the length, width or position of text blocks on a page or between pages
- Automatic text threading from column to column and page to page so that changes ripple through the entire document
- Ability to present text flush left, flush right, centered or justified — and to change such specifications at any time
- Ability to wrap text around both regularly and irregularly shaped graphics
- Ability to change type specifications — i.e. type size, face and style — for any increment of text, including a word, line, paragraph, column, page or entire story

## Typography

- Type sizes from 4 to 127 points
- Type styles including plain, bold, italic, small caps, all caps, strikethru, subscript and superscript
- Support for a wide range of typefaces (depending on the printer capabilities)
- Support for reversed type
- Complete control over leading (line spacing) in half-point increments
- Control over word spacing, letter spacing and paragraph spacing
- Kerning, both automatic and manual
- Automatic hyphenation and justification, based on a 110,000-word Houghton Mifflin dictionary and user-specified entries of up to 1,000 words
- Prompted and manual hyphenation
- The ability to fill the space between tabbed columns with dots, dashes, underlines or user-specified characters (leadered tabs)
- Em-space, en-space and thin-space characters

## Graphics

- Cropping
- Proportional resizing (reducing and enlarging)
- Non-proportional resizing
- Ability to draw lines, squares, rectangles, circles and ellipses in widths from .25-point (hairline) to 12-point
- Rapid repositioning (“fast move” feature)
- Ability to create screens in PageMaker at 10%, 20%, 30%, 40%, 60% and 80%
- Ability to fill in PageMaker-created shapes with 10 patterns
- Ability to place PostScript graphics files (on PostScript-compatible printers)



## These Techniques Sell PageMaker Desktop Publishing.

*The combined marketing efforts of PageMaker resellers and Aldus Corporation have sold enough desktop publishing systems that more people use PageMaker than any other publishing software in the world. This section summarizes proven techniques of successful salespeople to help you locate potential customers and sell PageMaker to the thousands of prospects within reach of your business location.*

### Following these procedures generates sales.

#### 1. Becoming familiar with the market and the product

Knowing how your prospects create and use printed communications in their businesses helps you close desktop publishing sales. Your ability to speak the same language as your prospects builds rapport and trust. Knowledge of the problems people face using conventional publishing methods helps you pinpoint desktop publishing benefits they will respond to. Here's how to get started.

- If you have not done so already, read pages 8 through 13 to learn more about the differences between conventional and desktop publishing.

- We recommend you follow the lead of one successful PageMaker salesperson and get a first-hand view of conventional publishing by touring a newspaper plant or other printing facility in your area.

- There are probably several desktop publishing prospects among your current customers. Contact one customer and explain this new technology. Learn what excites him or her about it, what needs it fills, and the benefits it will generate.

- Learn to use and demonstrate PageMaker, either on your own or at one of the training sessions held by Aldus.

- Contact the Aldus Sales Department at (206) 628-2375 for information on upcoming training sessions.

- Aldus provides these tools to help you master PageMaker on your own.

- The demonstration portion of the video presentation, "PageMaker — Where Desktop Publishing Begins," provides a good introduction to the product's functions and capabilities.

- The Macintosh Quick Tour and the Demonstration Kit for the PC help you create an actual newsletter with PageMaker.

- Try creating another publication, using a *PageMaker Portfolio* template package to make the process especially easy, once you have mastered the basics of PageMaker.

- The Aldus technical support staff will assist you throughout the process. Call them at (206) 682-2320.























































































