

Publish It Yourself

It used to take several weeks and thousands of dollars to produce a brochure like this. Now there's a better way — with Microsoft Word and Aldus PageMaker.



Microsoft and Aldus deliver a new solution to an old problem.

Converting ideas into attractive, influential documents has always been difficult.

By using traditional typesetting and paste-up methods, you would need several weeks to produce a brochure

like this. Design and production charges could add up to thousands of dollars. And your brochure still might not come out the way you wanted.

Even if you've never thought of yourself as a publisher, with desktop publishing you can create not only brochures, but newsletters, forms, manuals, presentation materials, reports, proposals, flyers, and much more. Here's how.

What you need to become a desktop publisher.

First you'll need a powerful personal computer, like the Apple® Macintosh™. Then you'll need equally powerful software — like Microsoft Word 3.0, the most powerful word processing program available for any personal computer. Then you'll need a sophisticated page layout program — like Aldus PageMaker 2.0, the most advanced page composition software available today.

With desktop publishing, it's easy to create professional-looking publications.



*Why Word 3.0 and
PageMaker 2.0 offer
the strongest solution.*



Now you'll be able to publish documents right on your desktop. You can organize your ideas and prepare and format your text in Word 3.0. You can create your illustrations in the graphics program of your choice. And you can bring them all onto a PageMaker page, rearranging the text and graphics, editing copy, and adding design flourishes until you're satisfied with the results.

Successful desktop publishing depends on complete compatibility between word processing and page layout programs. Both Word 3.0 and PageMaker 2.0 have been designed for a reciprocal file-linking

feature. The formatting you do in Word, such as establishing type styles, line lengths, tabs, and indents, remains intact when the Word file is placed in PageMaker.

Likewise, any editing you do to Word text directly in PageMaker returns intact to the original Word file, so that all your files contain identical information. No other word processing and page layout software work so closely together to deliver such powerful results.

Microsoft Word 3.0 is the most powerful word processing program available on any personal computer.

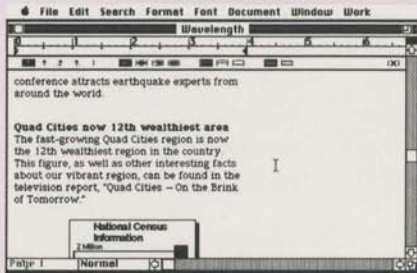
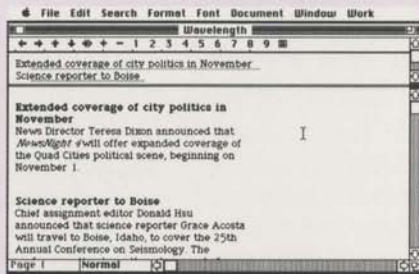
Microsoft Word 3.0 guides you through the exciting process of creating, revising, formatting, and proofing your documents.

Word is easy enough to use on your first project, yet powerful enough to grow with you as you become more involved in desktop publishing. Separate short and long menus let you gain access to Word's power at your own pace. And you can easily customize the menus to include frequently used commands.

Creating documents is easy with Word 3.0.

Word's outlining feature lets you brainstorm ideas and organize them later. After you've prepared your text, you can split the screen to view your original outline along with the text itself. The outline and document scroll up and down the screen simultaneously. And Word's glossary feature eliminates the need to retype the words or phrases you most often use.

Word's new outlining feature lets you scroll through your outline and document simultaneously.



Word's "Quick-Switch" feature makes it easy to edit imported graphs.

Special Get-Acquainted Offer

We'd like to offer you an opportunity to sample the creative power of Microsoft® Word 3.0 and Aldus PageMaker® 2.0 for Macintosh™ systems.

Get your Word's worth.

The Microsoft Word 3.0 Demonstration kit offers hands-on exercises using Word to do all types of business communication, from a simple memo to a complex legal document with footnotes. Included are 10 sample documents on disk and four booklets of step-by-step instructions for word processing.

legal applications, and desktop publishing. Microsoft Word 3.0 is sophisticated, yet easy to use. Powerful, yet as friendly as you'd expect a Macintosh product to be.

Take the PageMaker Quick Tour.

The PageMaker Quick Tour contains disks and instructions for a self-paced tutorial, plus the text and graphics files necessary to create a sample newsletter. As you assemble this newsletter, you'll become familiar with desktop publishing. The Quick Tour also includes a variety of other PageMaker-

produced publications on disk. Experiment with them or print out any one to view the power of PageMaker.

If you prefer to learn about PageMaker by watching a VHS videotape, you can purchase "PageMaker: Where Desktop Publishing Begins." You'll learn from people like yourself, as you watch PageMaker users at work on their publications.

Microsoft is a registered trademark of Microsoft Corporation. PageMaker is a registered trademark of Aldus Corporation

The dictionary can include words business. With " you can view two the same time to and page breaks

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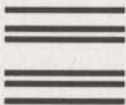
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POSTAGE WILL BE PAID BY ADDRESSEE
Word/PageMaker Promotion
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PO Box C 440406
Seattle, WA 98114-9987

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FIRST CLASS MAIL PERMIT NO. 1049 SEATTLE, WA.



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IF MAILED
IN THE
UNITED STATES





Revising your document is a snap with Word 3.0.

Word's incredible speed makes it easy for you to scroll through a document to edit it or search for a specific word to change it.

In addition to mouse support, Word takes full advantage of the Macintosh Plus keyboard. Word offers a complete set of keyboard commands for cursor control and text editing, speeding up all your document work.

And Word's "Quick-Switch" feature makes it easy to change graphs and formatted numbers from Microsoft Excel, or graphs from other programs.

Formatting is quick with Word 3.0.

Style sheets are paragraph and character formats that can be recalled with just a few keystrokes. Using a single style sheet maintains page-to-page and document-to-document consistency. It also allows you to change a particular set of formats throughout your document with a single command.

Proofing is painless with Word 3.0.

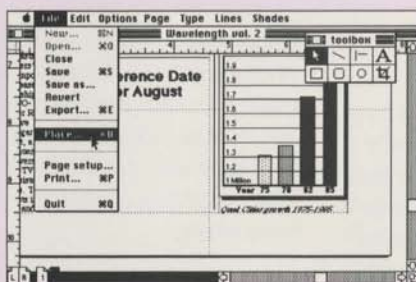
Word's 80,000-word dictionary helps you avoid typographical errors. Misspelled words are shown in context, making it easy to find

your mistakes. The dictionary can be expanded to include words unique to your business. With "Page Preview," you can view two entire pages at the same time to adjust margins and page breaks before printing.

All these features make Word 3.0 a very powerful word processing tool for preparing sophisticated documents. But when you want to go beyond document processing and produce more sophisticated page layouts, you'll need Aldus PageMaker 2.0.

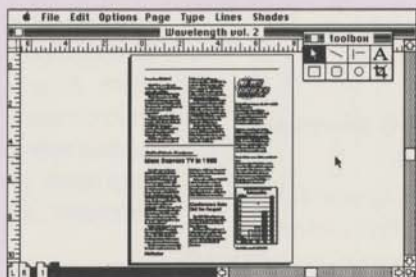
Aldus PageMaker 2.0 makes it easy for you to look your best.

PageMaker's powerful "Place" command lets you import text and graphics from many other software programs.



PageMaker 2.0 gives you total control over all aspects of page layout and production.

PageMaker was conceived and developed by publishing experts who anticipated the needs of their future customers. Even if you have no previous design, typesetting, or paste-up experience, PageMaker's easy flexibility and versatile design tools guarantee that you'll achieve outstanding results on your first project. You'll soon be producing sophisticated printed communications of all types — from newsletters, magazines, and catalogs to forms, brochures, and annual reports.



With PageMaker, you can view the entire page on the screen before printing.

Publications created with
PageMaker.



PageMaker 2.0 publications can be as large or as small as you want.

You can work on projects as small as business cards or as large as 17-inch-by-22-inch newspaper-size pages. Create dramatic posters by juxtaposing smaller pages, using PageMaker's handy "tiling" feature. Publish books and manuals with hundreds of pages, using PageMaker's four-digit pagination system to keep things in order.

PageMaker 2.0's typographical features guarantee good-looking layouts.

PageMaker's automatic kerning function eliminates unsightly spaces between characters and words for both justified and ragged text. Additional spacing capabilities give you total control over word, line, and paragraph spacing. And you can kern manually to improve the appearance of headlines, like moving a small "o" closer to the base of a large "Y."

PageMaker 2.0 lets you experiment to your heart's content.

Check and recheck the appearance of your printed page as you adjust margins, add columns, change type specifications, insert or delete text, crop and size graphics, draw lines, boxes, circles, or ovals, fill them with patterns, and shade areas of the page with one of seven screen percentages. Design great-looking spreads by working on two facing pages at a time. View your work at full page, actual size, or at 50 percent, 75 percent, or 200 percent of actual size.

PageMaker 2.0 and Aldus Corporation give you dedicated assistance with your publishing ventures.

On-line Help screens show you how to enhance your project with layout shortcuts and design flourishes.

For those who want detailed design guidance, Aldus offers preformatted templates. *PageMaker Portfolio*, now available for newsletters, consists of an instructional workbook, a tutorial, and disks of the publication templates.

Let Aldus PageMaker bring out the art director and publisher in you.



Invest in Your Future

Everyone from entrepreneurs to corporate executives can benefit from desktop publishing's ability to improve the quality of their printed communications. Desktop publishing makes it easy for people like you to save time and money while building on their existing talents and abilities.

Desktop publishing makes it easy to master the power of print. Whether you're

preparing your first résumé, applying for a small-business loan, or trying to convince senior management to accept your point of view, you'll stand a better chance of success if your presentation is organized, well-argued, and visually attractive.

Find out more about how desktop publishing can save you time and money as you

watch your ideas take shape before your eyes. Send for the Microsoft Word and Aldus PageMaker introductory demonstrations described on the brochure insert.

The sooner you become familiar with PageMaker 2.0 and Word 3.0, the sooner you'll be able to publish it yourself.