**PROJECT #12**

# Create and Design a Business Reply Card

## ◎ OBJECTIVE:

To create a business reply card

## PROJECT OVERVIEW:

Certainly you've encountered those pesky business reply cards that cascade out of your favorite magazines—asking you to subscribe at a "low rate," and another pleading to you to "respond now" to some sales pitch. However irritable they are to readers, direct marketing companies have discovered that business reply cards are a very effective and low-cost method of making contact with consumers. In this project, you will use your desktop publishing software to create a business reply card that can be used to advertise a product or service in a magazine.

## ？ GET TO KNOW WHAT YOU'RE DESIGNING:

A business reply card is a simple, two-sided postcard that requires no postage stamp by the consumer. One side of the card serves to promote a product or service, as well as providing space for consumers to fill in their contact information. The opposite side of the card features preprinted delivery information so it can be mailed back to the originating company. The goal of the business reply card is for businesses to attract more customers for a product or service they produce.

## STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. Business reply cards are small documents that need to contain specific components. Your sales pitch will need to be clear and to the point.

2. Use a maximum of two fonts on your business reply card.

3. Obtain some samples of magazine business reply cards and study their persuasive techniques. Use the samples as a guide to help you create your own.

4. Be sure to make the lines that customers will use to fill in their contact information long enough.

5. Carefully read through all parts included in this project. Before beginning any work on your computer, use a blank sheet of paper to sketch the layout and design of the document you will be creating.

# Project #12: Create and Design a Business Reply Card *(continued)*

## INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.

2. Save the file as **"Business Reply Card"** to the "Publish It!" folder.

3. Set up your document using the "Page Setup Instructions" provided on page 48.

4. Complete the "Content and Design Steps to Follow" provided below.

5. Proofread your work carefully for accuracy, design, and format.

6. Resave the file.

7. Print a copy of the document. Refer to the "Suggested Printing and Finishing Instructions" provided on page 47.

## CONTENT AND DESIGN STEPS TO FOLLOW:

1. Think of a product or service to advertise in a magazine.

2. Include the following on the **front side** of your business reply card:

   - A headline announcing the product or service to advertise
   - A graphic image to support the product or service being advertised
   - A brief message that entices the reader to complete and return the reply card
   - A section for the customer to fill in his/her contact information with each item followed by a line for the customer to write in (as shown in the page setup illustration provided on page 48) Include the following items in the customer fill-in section:

         Name
         Street Address
         City, State, Zip Code
         Telephone
         E-mail Address

3. Include the following on the **back side** of your business reply card:

   - A company name and address in the recipient address area
   - Inside of a small rectangle box, include the following text, in all caps: (position the text as shown in the page setup illustration provided on page 48)

         BUSINESS REPLY MAIL
         FIRST-CLASS MAIL
         PERMIT NO. XX
         RECIPIENT'S CITY, STATE

   - Inside of a small box, place the text "**NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES.**" Place this box in the top right-hand corner of the back side of your business reply card as shown in the page setup illustration provided on page 48.
   - Directly below the "NO POSTAGE NECESSARY" box, place 12 horizontal 2 pt. lines. The lines should be the same width as the box and should be distributed evenly as shown in the page setup illustration provided on page 48.

*Publish It!*

4. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.

5. Go to Step 5 in the "Instructions" provided on page 46.

**SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:**

1. Print the business reply card on cardstock paper.

2. Trim around the borders of both the front and back sides of the business reply card and tape, glue, or staple them together.

# Project #12: Create and Design a Business Reply Card *(continued)*

## PAGE SETUP INSTRUCTIONS:

| | |
|---|---|
| **# of pages:** | 1 |
| **Dimensions:** | 8.5 x 11 inches |
| **Margins:** | None |
| **Orientation:** | Portrait |
| **Other:** | Using the rectangle tool, draw a rectangle measuring 5.5 inches wide by 4.25 inches tall, giving it a 1 pt. border. Position this rectangle in the upper half of the page and center it horizontally. This rectangle represents the front side of your business reply card. Copy and paste this rectangle and position it directly below the first one, making sure the boxes do not overlap. This rectangle represents the back side of your business reply card. |

8.5"

5.5"

4.25"

Name_____

Street Address_____

City_____ State_____ Zip Code_____

Telephone _____

E-mail Address_____

**Front side** of your magazine reply card

11"

**BUSINESS REPLY MAIL**
FIRST-CLASS MAIL PERMIT NO. XX RECIPIENT'S CITY, STATE

NO POSTAGE
NECESSARY IF
MAILED IN THE
UNITED STATES

Recipient address here

**Back side** of your magazine reply card

*Publish It!*