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**December  
2008**

## SERVICES WE OFFER:

● **Mass Mailings (Fulfillment).** We just finished a mass mailing/fulfillment project for one of our clients. Each recipient (over 600 physicians) received a series of information sheets, Product Inserts (PIs) and a laminated cost sheet. It was completed on time and was a great success, but as you know, mass mailings can be a daunting task without proper personnel and planning.

The best way to start preparing for a mass mailing is to create a list of all the steps necessary complete the project: determine a timeline, have pieces created and printed, decide who gets what, verify and clean your mailing list, and choose a shipping method. If you opt to do this work in-house be prepared for a lot of “man” hours to get the assembly and mailing prepared.

If you are mailing to a large group, you might be able to take advantage of shipping discounts if your mailing is sorted by zip code. At Universal Graphics we have the experience and equipment to guide you through the steps and make your mass mailing (fulfillment) project a success. Call us to discuss how we can help you.

Don't forget, once the mailing has gone out, any undeliverable packages that get returned should be recorded on your mailing list so the next time you use this mailing list you don't waste shipping on bad addresses.

● **Excel – Grid Lines, Borders and Colors.** We often get questions from Excel users about turning grid lines on and off and using borders and cell colors. For those of you who have always wondered how these work, here's a quick lesson.

Grid Lines – these appear (by default) on your spreadsheet (see sample 1 below). To turn them off – go to Tools / Options / on the View Tab unclick Grid Lines under Window Options (samples 2 & 3 show them turned off).

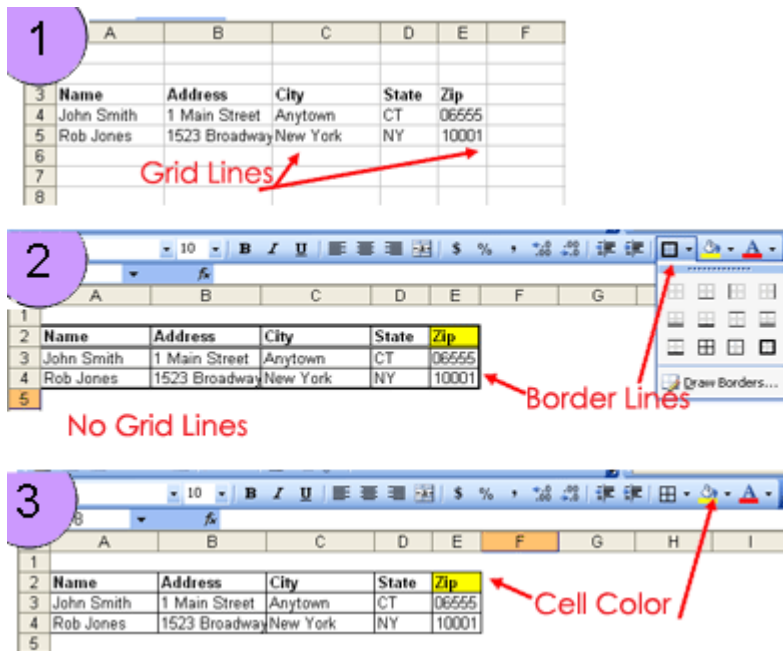
Border Lines – these differ from Grid Lines in that you can add variety to your spreadsheet using borders rather than grid lines. You can choose a single line, double line or thick border around one cell or the whole table (see sample 2). To use, simply highlight the cell(s) you want changed and click on the

- Bindery service
- B/W copies
- Booth panels
- Brochures
- Catalogs
- CD/DVD duplication
- Course packets
- Customization
- Data warehousing
- Digital printing
- Distribution
- Finishing
- Fulfillment
- Labels
- Large format prints
- Logo creation
- One-to-one marketing
- Package design
- PowerPoint slides

Border Lines icon\* in your menu bar (shown open in sample 2). To remove border lines – highlight the cells with lines and choose the blank icon under the grid choices (it's the icon on the top left of the choices)

Cell Color – To make a table easier to read it's sometimes helpful to add color to a specific cell or set of cells. Highlight the cell(s) and click on the Paint Bucket icon\* in your tool bar (sample 3) and choose a color. To remove a color – highlight the cells, click the Paint Bucket icon again and choose No Fill.

\* Note: if your tool bar does not show the Border Lines or Cell Color icons they can be turned on using View / Toolbars / Formatting.



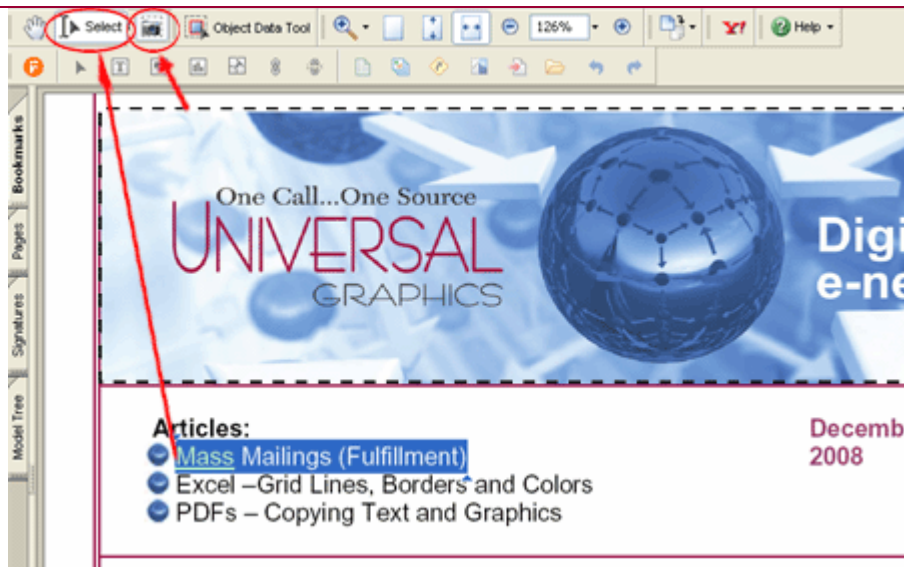
- Printing
- Regulatory Services (labels, package inserts, brief summaries, and med guides)
- Sales aids
- Training manuals
- Training (Excel, PowerPoint, etc.)

**PDFs – Copying Text and Graphics.** Acrobat PDFs are a great way to share documents across many platforms. This format also makes it easy to copy / share text and graphics from a document.

To copy text from the PDF click the Select Tool (I►Select) and highlight the text you desire (see the highlighted text in the sample below). Once you have it highlighted you can copy it and place it in another program.

If you wanted to copy our logo from the example below you can click on the Camera Icon (Snap Shot Tool) and highlight the graphic. You'll see the screen "flash" like a picture was just taken, that indicates that the graphic is on your clipboard for use where you need it.

The only exception to the above information is if the PDF is a secure (locked) file you might not be able to copy anything. To find out if it has security restrictions go to File, Document Properties, Security Tab to look at the Document Restrictions Summary.



### Fun Fact about New Year's

First observed in ancient Babylon about 4,000 years ago, the celebration of the new year is the oldest of all holidays. In the years around 2000 BC, the Babylonian New Year began with the first New Moon after the Vernal Equinox. The Babylonian new year celebration lasted for eleven days, each day having its own theme of celebration.

The Romans continued to observe the new year in late March, but their calendar was continually tampered with by various emperors so the calendar soon became out of synchronization with the sun.

In order to set the calendar right, the Roman senate in 153 BC declared January 1 to be the beginning of the new year. But tampering continued until Julius Caesar established what has come to be known as the Julian Calendar (in 46 BC). It again established January 1 as the new year. But in order to synchronize the calendar with the sun, Caesar had to let the previous year drag on for 445 days.

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To be removed or add others to this e-newsletter, please contact Amy at [amy.potts@univgraph.com](mailto:amy.potts@univgraph.com)