

**Articles:**

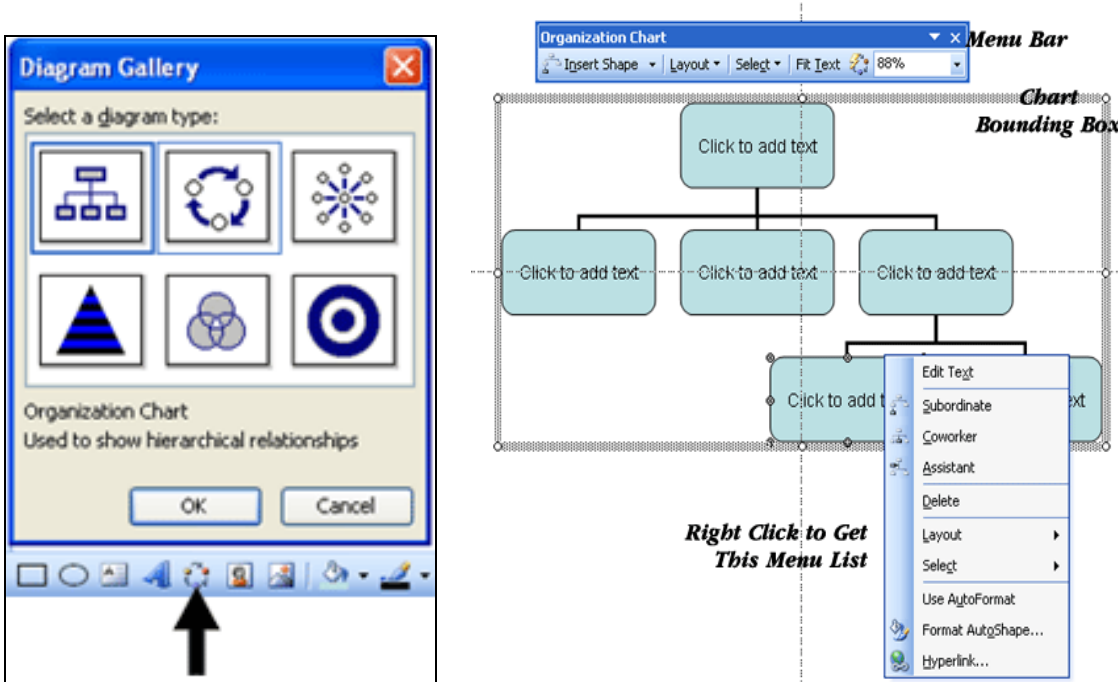
- [PowerPoint, Word and Excel: Creating Organization Charts and Diagrams](#)
- [Create Targeted Customized Marketing Materials](#)
- [pURLs – Personalized URLs](#)

**February**  
**2009**

**SERVICES WE OFFER:**

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

• **PowerPoint, Word and Excel: Creating Organization Charts and Diagrams.** Looking for an easy way to create an organization chart or other graphic representations for a slide deck? Create your own with a simple tool that can be found on the Drawing toolbar in PowerPoint, Word and Excel. In the Drawing toolbox, look for the circular graphic (the arrow is pointing to it in the example below on the left). If you don't see the Drawing toolbar, go to View / Toolbars and be sure that Drawing is checked.



**Diagram types – left graphic (top left to bottom right):**

- Organization chart: Shows hierarchical levels.
- Cycle diagram: Used to show a process that has a continuous cycle.
- Venn diagram: Used to show areas of overlap between and among elements.
- Pyramid diagram: Used to show foundation-based relationships.
- Target diagram: Used to show steps toward a goal.
- Radial diagram: Used to show relationships of elements to a core element.

Once you've inserted the organization chart or diagram you can edit the diagram using the Organization Chart Menu or use a right mouse click to get the menu list (see the figure above on the right). From there you can add in another level, change the colors of the elements, move the connector lines, animate it, etc.

services (labels, package inserts, brief summaries, and med guides)

## ● Create Targeted Customized Marketing Materials

Do you have a database of physicians or customers that you'd like to reach personally, but don't know how to do it? Let us walk you through the steps to working with your data to create customized marketing materials for an effective campaign.

- Sales aids
- Training manuals
- Training (Excel, PowerPoint, etc.)

In the example below there are three items circled. This is just a simple demonstration of using text to make a marketing piece unique to each individual. But you don't have to stop at text; you can use text, graphics, charts, tables and rules to customize each piece based on client information/habits. Marketing results could also be more easily tracked by the use of pURLs ([personalized URLs](#)).

Want to try it – [click here](#) or [contact us today](#) for more information.

Universal Graphics  
The industry's best kept secret for...

Marketing Services

Tina,  
we know the  
right questions  
to ask.

FIND OUT HOW WE CAN HELP YOU -  
[www.UnivGraph.com/Tina\\_Moftille](http://www.UnivGraph.com/Tina_Moftille)

At Universal Graphics we have over 25 years of experience providing support to product and managed market teams within the healthcare industry. Because of this knowledge we know what questions to ask to make your job easier. We can help you with:

- Product launches
- On-line customization
- Promotional campaigns
- Training meeting materials
- Creative design
- Scientific posters

One Call...One Source  
UNIVERSAL GRAPHICS 375 Morgan Lane, Suite 203 • West Haven, CT 06516  
Phone 203.934.4275 • Fax 203.934.4324 • [www.UnivGraph.com](http://www.UnivGraph.com)

● **pURLs – Personalized URLs.** You may have received a direct mail piece that contains your name as part of the web address (like the example above – [www.UnivGraph.com/Tina\\_Moftille](http://www.UnivGraph.com/Tina_Moftille)). The web address launches a page that is customized just for you. It may contain your name, company information, email address, address, phone, or other related information or offers.

Not only is it a neat thing, it's personalized for you, but from the marketer's side it is a great way to monitor marketing campaigns. Campaign managers can be notified as soon as a customer goes to their pURL, giving marketers

immediate feedback to campaigns. Marketers can use this to contact the customer, track the success of the campaign or gather more information about the customer.

If you would like to know more about pURLs, [contact us today](#). Our experts will show you how to effectively use this technology.

### **Fun Facts for February**

- Leap Day is generally every four years except years ending with “00” that are not divisible by 400. The year in which this occurs is called a Leap Year. The reason for leap day is that the earth rotates around the sun once every 365 and about 1/4 days. So, by adding an extra day every four years, we get very close to keeping the calendar consistent with the earth's annual rotation around the sun.
- February is American Heart Month, Black History Month, Canned Food Month, Great American Pie Month, National Cherry Month, National Children’s Dental Health Month, National Grapefruit Month, National Weddings Month.

**Universal Graphics, 375 Morgan Lane, Suite 203, West Haven, CT 06516**

**[Universal Graphics - one call...one source](#)    Phone 203-934-4275    Fax 203-934-4324**

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