

Bill Stuffer Customization Instructions



This bill stuffer is a 2-sided, 4-color marketing piece designed to fit within a standard #10 envelope (9.5" x 4.125"). Vicon will customize the content to include the dealer's logo and contact information and provide a high-res PDF file to the dealer. The dealer is responsible for printing costs and distribution to its customer base.

In order to participate in this program, Vicon requires the following:

- 1) High-res corporate logo. If at all possible, please provide the logo in either illustrator (.ai) or encapsulated postscript (.eps) format. If this is not possible, send a JPG that is at least 300 dpi and 3 inches wide. Logos "grabbed" off the company website are not high-enough quality to use in a printed document such as this.
- 2) Provide the Company Name as it should appear in the opening sentence of the mailer.
- 3) Provide contact information to appear at the bottom of the flyer. Most companies prefer to include a phone number and website, but an email address or individual sales contact names may be included.
- 4) Let us know to whom we should send the customized file for approval.

The dealer should make sure to proof the file **before** sending it to the printer. We are happy to make corrections if there are errors in the file we send to the dealer, but Vicon will not reimburse dealers for printing costs if typographical errors are discovered after the mailers have been printed.

The above information and logo file should be forwarded to:

Manny Halkas
mhalkas@vicon-security.com
Email subject line: Bill Stuffer Customization Request

The dealer should copy his/her Vicon sales manager on the email.

Thank you.