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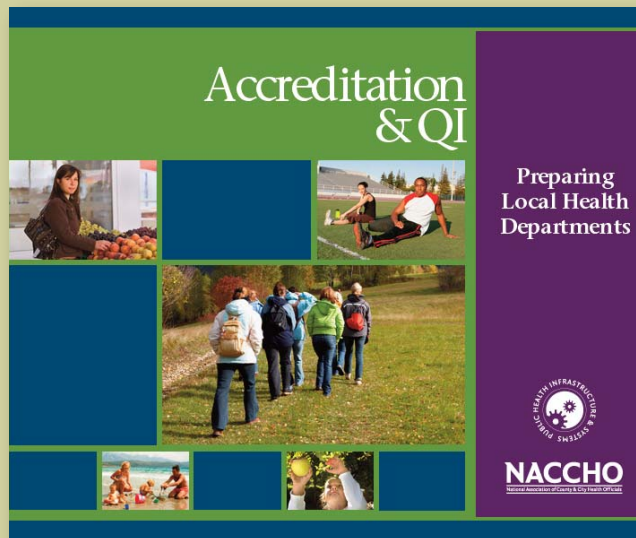
Through our experience we've learned that if you want to do something well, you have to know something about it. We would like to share some of what we have learned with you. Our newsletter is where you'll find marketing and visual communications topics related to retaining, communicating with and growing your organization's

Five Advantages of the Interactive PDF

In a world more interconnected than ever before, endless communication opportunities are still evident. Keeping your members connected with your organization whether they're in the same city or across the globe is easier than ever, and can be a great advantage. By utilizing a Portable Document File (PDF) for distributing your organization's information electronically, you will have enhanced the ability to progressively interact, maintain, and expand your organization through new media.

The five most notable advantages of using a PDF format are:

1. Total Functionality with Animations and Interactivity
2. Embedding Commentary and Answers to Potential Questions
3. A Positive Environmental Impact
4. Control Of Visual Environment
5. Cost Efficiency





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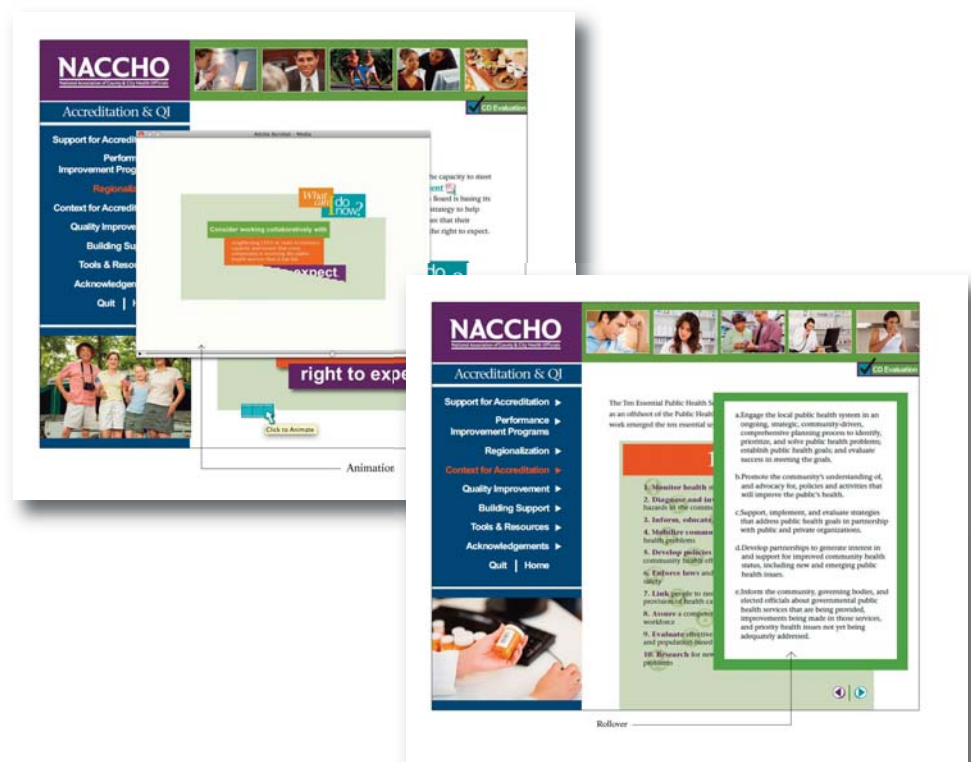
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1. Total Functionality with Animations and Interactivity

Total functionality means, unlike printed versions, a PDF can incorporate special links and animations that can guide a member's curiosity to other sources of information.

Animation

Animation can be more engaging and attractive. Using animation can better illustrate the correct way to view a chart or show an interactive progression with the given data. A simple, but very useful animation is rollovers. Creating rollovers for callout information can ensure that a certain term or topic will be explained thoroughly.



Interactivity

Adding interactivity utilizing navigational external links integrates means to expand learning about the topic without having to embed excessive information in the actual publication. You have the ability to link to external files that can be opened or to web sites with useful information about the subject matter.

Another feature associated with the interactivity is the ability to use JavaScript. Using JavaScript allows for customized scripts within a PDF. For example, if a section of your newsletter has several subsections, JavaScript can be utilized to incorporate an animated pull down menu for those subsections. JavaScript also allows for an option to specify which pages can be printed within the document. For example, if you have a five chapter publication, a print icon can be strategically integrated with the JavaScript to print specific individual chapters.





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2. Embedding Commentary and Answers to Potential Questions

Converting to a PDF provides other channels to conveniently present knowledgeable, significant information that a reader may find intriguing. A PDF can maximize areas by embedding noteworthy commentary and answers to potential questions. The more you engage the reader, the stronger the reaction you're able to receive.

3. A Positive Environmental Impact

Relying less on printing means saving on time and costs, but also means saving natural resources. Being environmentally responsible by reducing the quantity of print materials is a key component in creating a sustainable future. PDFs provide the opportunity to take part in preserving more of our environment, while encouraging other organizations to follow suit.

4. Control of Visual Environment

By converting to PDF versions of your organization's print collateral, more control will be gained over the visual environment. A unique size can be specified to incorporate for the navigation and to break away from the standard publication. The informational structure can be more specific to bring relevant information to the viewers attention in a variety of ways.

5. Cost Efficiency

Printing and delivering periodic print collateral doesn't always come at a low cost, nor as a perfectly efficient way to reach members. While printing may be favorable in some occasions, a PDF allows for greater frequency of communication and engagement with members, while saving on extra costs of production and shipping.

To summarize, all trade offs are positive in the transition from print to PDF. You've just saved your organization and members the time it takes to receive the information, the cost it takes for printing and delivery, the fear of losing the printed version under piles of documents, the loss of clarity in your professional updates, and perhaps most eminently, the effects on our valuable environment. Costs, environmental impact, and endless communication possibilities are essential components for justifying the decision to move forward with the PDF. Going paperless presents the effortless way of embracing modern versatility, maintaining confidence and ensuring convenience; and the payoffs benefit everyone.

