

Consumer Bifold Brochure, 2-up (in-house printing)

OH short-term loan editions: English



PACKAGE CONTENTS

- How to Customize
- 2-up **Brochure**, 4-color, English (2-sided)



Sample 2-up sheet, English (side one)



Sample 2-up sheet, English (side two)

ABOUT THE BROCHURE

This redesigned full color edition of our venerable Consumer Brochure has updated language and is now in editable PDF format. That means it's easy to customize (no rubber stamps or labels required), as well as being more colorful and having higher impact. Plus, the new 2-up bifold format for in-house printing is compact, easy to fold and economical, too.

People can't refer customers to you if they don't know you exist and what you do. Distributing these high quality brochures liberally during your guerrilla marketing efforts is a great way to introduce potential referral sources to your core services. So get creative, get the word out and get new customers.

The abbreviated version of the payday advance/short-term loan responsibility statement (part of the CFSA Best Practices program) is also included.

A Spanish version is also available.

NOTE: Ohio law requires that these advertising materials contain your Ohio License #(s), which must be correctly entered in the appropriate editable field.

How to Customize: Consumer Bifold Brochure, 2-up

OH short-term loan edition, 4-color, Eng. & Span. (for in-house printing)

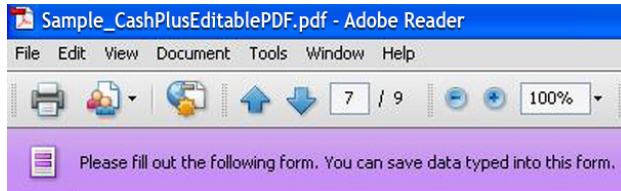


EDITING WITH ADOBE READER

You can customize the editable fields in this file using Adobe Reader, a free application you can download from www.Adobe.com. With Adobe Reader version 7 or higher, the customized file containing your store's information can be saved to your hard drive for future use. Be sure to use the latest free version that is compatible with your computer's operating system.

CUSTOMIZING INSTRUCTIONS

1. Once you've opened the editable PDF file in Adobe Reader 7 or later (or Adobe Acrobat) you should see a message in the header indicating that you can fill out a form and save the data (the sample screen shot below is from Adobe Reader 8 for Windows).



At right is part of a reduced size editable page with the default text (in the area(s) circled in yellow) that you should see when you open the file. NOTE: Clicking on the "Highlight Fields" button in Adobe Reader will indicate the text fields you can edit with a blue box.

2. The only customization required is on side one of the editable PDF. Beginning with the left brochure, select a line of editable text in a yellow-circled "live area" (see right) and type the appropriate information. Press TAB to move to the next field. Note that the information you entered will automatically be entered into the all other similar fields in the other brochure. Be sure to enter your Ohio license number(s) where indicated.
3. When you've finished entering all your information, save the edited file with an appropriate (and different) file name, then print out (see "printing tips").

PAPER STOCK

If you intend to print inhouse, we recommend a 44 lb. matte coated paper stock designed for brochure printing with inkjet and color laser printers. Such stocks are available at most large office supply stores and online.



PRINTING TIPS

For small quantities, the file can be printed on most common desktop printers. Color inkjet and laser printers will print in full color, as shown; standard laser printers will print in black and shades of gray.

Set up your printer to print in landscape mode and use its highest quality setting. If it has a "center image" radio button or check box, select these. Print at 100% size; do not use "shrink to fit" or "reduce to fit" settings.

When both sides have been printed correctly, cut in half and folded, you'll have two 2-3/4" x 8-1/2" bifold brochures per sheet.

Commercial printing is an inexpensive option for larger quantities. The 1-up version can be used by most commercial printers; contact the Corporate Office if your printer needs a special type or size of file.

when you need cash
we're just around
the corner

*Our goal is to help make your day-
to-day financial life a little easier
by delivering a range of convenient
services with competitive pricing
and our friendly, personal service.
See us for...*

check cashing
short-term loans
money orders
wire transfers
prepaid debit cards
& more

CASH  PLUS

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financial
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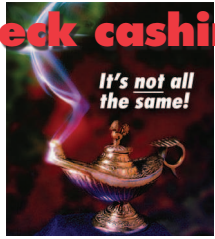
 PLUS
CASH®



*Home of Kings & Queens™
customer service.*

fast, fair & friendly...we're your family financial service center*

check cashing



short-term loans



We cash all kinds of checks: payroll checks, government checks, insurance checks, tax refund checks, cashier's checks...even personal checks: we can cash them all for you. Check our price list for current fees and details.

Short-term loans are a fast, convenient way to get the extra cash you need...for all kinds of good reasons. Our customers use short-term loans for a variety of minor financial emergencies...and to avoid costly bounced checks and late charges on credit card and bill payments. It's also handy for those times when you're just a little "short" before payday.

"My bank wanted to put a ten day hold on my check. Thanks to Cash Plus I had my cash immediately."

ROSA A.HERNANDEZ

"When my car broke down I didn't have to wait until my next payday to get it out of the shop. My Cash Plus short-term loan got me back on the job."

JERRY R. SANGER

fast, fair & friendly...we're your family financial service center*

check cashing



short-term loans



We cash all kinds of checks: payroll checks, government checks, insurance checks, tax refund checks, cashier's checks...even personal checks: we can cash them all for you. Check our price list for current fees and details.

Short-term loans are a fast, convenient way to get the extra cash you need...for all kinds of good reasons. Our customers use short-term loans for a variety of minor financial emergencies...and to avoid costly bounced checks and late charges on credit card and bill payments. It's also handy for those times when you're just a little "short" before payday.

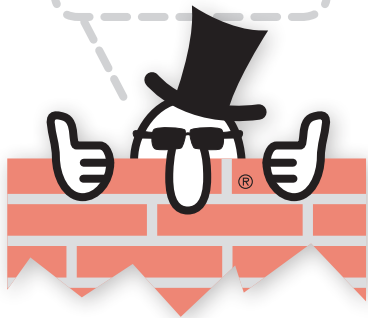
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JERRY R. SANGER

Become a member!
Membership can save you time and money...and it's FREE!



**It's as easy as 1-2-3
...and no credit check!**

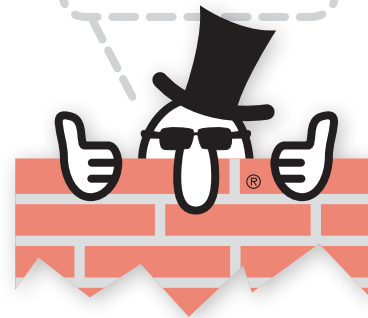
- 1 Write us a check today
- 2 We'll hold it until your next payday
- 3 Walk out with CASH in about 15 minutes.

Here's all you need...

Simply bring us your most recent bank statement, your last pay stub (employer's address and phone number, too), all pages of your most recent phone bill, a driver's license or other ID and your checkbook. Give us 15 minutes to verify the information and upon approval, you'll walk out with cash!

Always use short-term loans responsibly.

Become a member!
Membership can save you time and money...and it's FREE!



**It's as easy as 1-2-3
...and no credit check!**

- 1 Write us a check today
- 2 We'll hold it until your next payday
- 3 Walk out with CASH in about 15 minutes.

Here's all you need...

Simply bring us your most recent bank statement, your last pay stub (employer's address and phone number, too), all pages of your most recent phone bill, a driver's license or other ID and your checkbook. Give us 15 minutes to verify the information and upon approval, you'll walk out with cash!

Always use short-term loans responsibly.

*check the reverse side for more ways we can make your life easier...

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