



Fence Brochure

Format -

It's a bi-fold. It needs a fold, so it doesn't curl to the bottom of the brochure holder.
It is a bi-fold to make it as big (and visible) as possible.
It's 8.5 x 11 because it is the cheapest to print.
And, the brochure holder is inexpensive for this format.

Front Cover -

"Lawn Bowling" was made as big as possible so it could be seen as far away as possible.

Inside -

It describes the game simply.
The diagram of how a lawn bowl curves is NOT used. It is visually too complex.

Back -

The back is "call to action" – "Come Join Us"
There is room for specific club information in the "box".

Specs -

8.5 x 11" paper - 28# or greater preferred.
Single fold to 5.5 x 8.5"
(The extra weight prevents 2-side print bleed-through. Weight helps prevent curling to the bottom of the brochure holder.)
The brochure can be printed at home or commercially by anyone.

Holder -

InFoPak Jr
\$5.95 (appx.)

<https://www.sanzospecialties.com/INFOPAK-Jr-Literature-Dispenser-p/ip2000.htm>

