



Chapter Insert for LDEI Brochure



Your Les Dames d’Escoffier Chapter can now personalize the LDEI brochure (quantities available for free from Greg Jewell) by creating a simple 1-page/2-sided insert and produce it economically, in a consistent, professional looking format with a coordinated look.

You would need to simply fill in the template you see below with your Chapter’s photos (up to 10) and add the content important to your Chapter, such as: contact information; website & social media links; historical facts; important activities / events, such as annual fundraisers; scholarships, including how to apply for them; Green Tables programs, etc. — whatever is important to communicate about your Chapter. Simply collect the photos, your Chapter’s logo or masthead (if you have one), and provide the 2 to 8 blocks of copy. **We do not recommend using photos taken with cell phones or copied from websites.**

To make the design and printing turnkey, you can engage Mudd Graphic Design Resources, LLC, the designer of the LDEI brochure, and the printer, Modern Postcard. You collect the information...they handle the design and printing, with your collaboration. They will also help review your materials for optimum print quality. You work with them directly; LDEI is not involved in the process, nor taking any mark-up fee.

Alternatively, if your chapter prefers, you can design and print your Chapter’s Insert locally “on your own,” using the specifications below.

Design and print specifications for LDEI Brochure’s Chapter Insert

- Art: High-res PDF
- Typefaces: Adobe Garamond Pro, for the main text); ITC Stone Sans Semibold (for lead-ins and captions)
- Photos: High-res / 300 dpi (not from cell phones or web sites)
- Printing specs: Finished size: 8.375” x 11”; 4c/4c with bleed; Aqueous Coating both sides; Stock: 100# gloss text; FSC certified paper stock, 100% recyclable; Bindery: Trim to size

COSTS:

If you decide to use the designer of our LDEI brochure (Mudd Graphic Design Resources, LLC) and the printer (Modern Postcard)... here is the cost to produce your Chapter’s Insert (tax and shipping additional, if applicable):

DESIGN SERVICES

Bernie Mudd-White
Mudd Graphic Design Resources, LLC
Telephone: 502.523.9016
bernie@muddgraphicdesign.com

Design / Layout	Cost
Layout of content per LDEI Template (includes two proofs and minor revisions)	\$ 315
Additional revisions @ \$75 per hour	

PRINTING

Ken Cox
Modern Postcard
Telephone: 800.959.8365
kenc@modernpostcard.com

Print Quantity	Cost
50 inserts	\$ 89
100 inserts	\$ 108
250 inserts	\$ 284
500 inserts	\$ 409

Chapter Insert for LDEI Brochure (continued)

Here's how your Chapter insert will look...

Front of Local Chapter Insert



Photo Bar: 3 to 5 of your Chapter's images (high res, please)

Chapter Bar: Your Chapter's name, logo (in Chapter colors if you wish)

Chapter Articles: 1 to 4 articles (your choice!) — about 300 words total with colored lead-ins if you like.

Bottom Bar: Your Chapter's key goals, activities or contributions

Back of Local Chapter Insert



Photo Bar: 3 to 5 of your Chapter's images (high res, please)

Chapter Bar: Your Chapter's website address and social mediatabs.

Chapter Articles: 1 to 4 articles (your choice!) — about 300 words total with colored lead-ins if you like



Put your chapter photo here



Put your chapter photo here



Put your chapter photo here



Put your chapter photo here

Put your chapter photo here

Your Chapter Name

Include chapter logo and chapter color if you wish

For Information:
Local Contact Name
Email address or
Mailing Address
(000) 000-0000

Headline for a Main Article

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“Local dames quote or additional information specific to the chapter highlighted with this insert.”

— Source name



Follow our LDEI chapter

The Web
www.chapter.org

Facebook
<https://www.facebook.com/yourchapter>

LinkedIn
<http://www.linkedin.com/groups/yourchapter?slinkedintab>

Twitter
<https://twitter.com/#!/yourchapter>

Headline for a Main Article

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