

General Tips

- Camera ready artwork cannot include half-tones. Choose black and White drawings for better contrast.
- Keep your special message brief. Three to four lines is the maximum for good visibility. People should be able to read and understand it at a glance.
- You can even put your return address on a meter ad! Instead of ordering expensive envelopes, just pick a typeface and we'll set up a return address meter ad especially for you.
- Designs taken from letterhead or other printed material may not always transfer well, but they may offer a good starting point. If you don't have camera ready artwork available, send in your letterhead and we'll do our best to make it work.
- Reverse type - white lettering on a dark background - is not recommended. These designs do not print well. If you use reverse type in your design, use it sparingly.

T Y P E F A C E S

Baskerville Semibold	Clarendon Bold
Swiss 721 Semibold	Swiss 721 Condensed
Swiss 721 Condensed-Semibold	Swiss 721 Regular
Swiss 721 Condensed-Bold	Rockwell Regular
Arial Rounded	Bauhaus Semibold
Square 721 Regular	Square 721 Bold
Garamond Book	Garamond Semibold
<i>Garamond Italic</i>	<i>Brush Script</i>

*Additional fonts are available. Please check to see if your font type is available when ordering.

To Order, Please Call

Dealer Name and Phone Number



CUSTOM AND STOCK

METER AD CATALOG



Have you ever noticed the advertising space on your mail?



Are you always looking for low-cost advertising ideas?

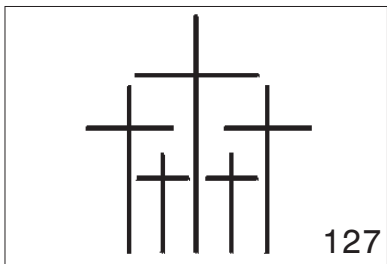
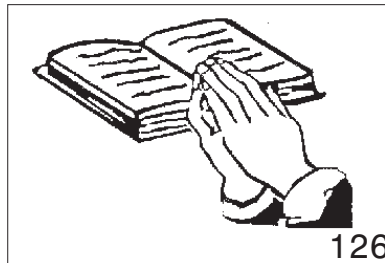


Would you like to advertise for free on all of your mail?



If you answered yes to any of these questions, you need to get meter ads for your postage meter.

HOLIDAYS / RELIGIOUS...



Camera Ready Artwork Accepted

A totally personalized meter ad is no problem. Just send in your camera ready artwork and directions on how you want your meter ad to appear. We'll do the rest for you!

FP Artists Available

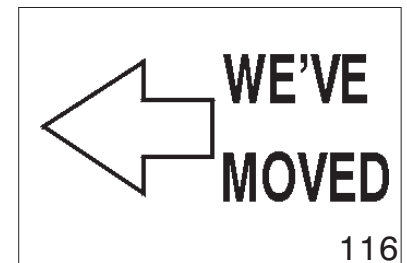
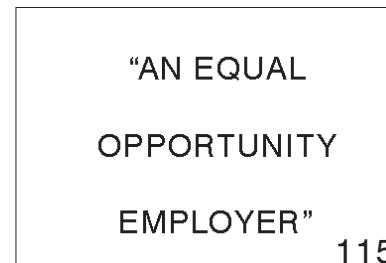
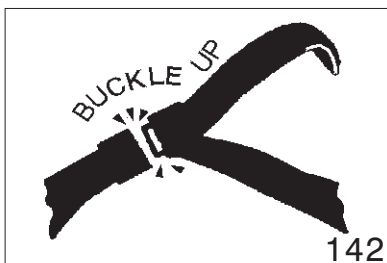
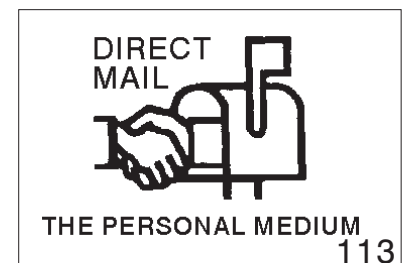
If you have an advertisement in mind but would like help with the illustration, just call. We'll have our artist talk to you directly and provide you with an original advertisement.

PROMOTE YOURSELF

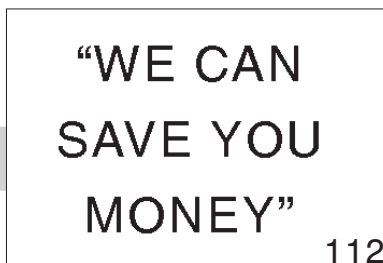
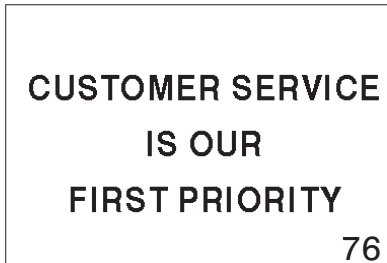
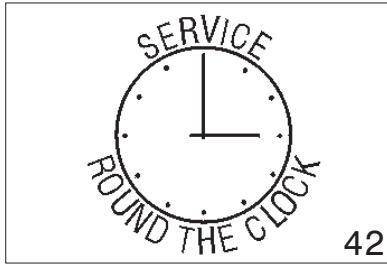
<p>BARNEY'S</p>	<p><small>www.manik.com</small></p> <p>manik ORIGINAL OFF-ROAD EQUIPMENT</p>
<p>SECOND-HARVEST!</p> <p>NATIONAL FOOD BANK NETWORK</p>	<p>Keebler</p>
<p>MIKE PIAZZA SAFEBUY USED CARS</p> <p>LANGHORNE, PA</p>	<p>VIRGINIA COMMISSION</p> <p>for the Ajet's</p>

* The Keebler Logo and Keebler Elf are Registered Trademarks of Keebler Co.

PUBLIC SERVICE...



CUSTOMER SERVICE...



PROFESSIONAL SERVICES...



Low Cost Advertising on Every Envelope

The extra space on your envelope is perfect for advertising your name or sharing a special message. Francotyp-Postalia offers many advertising design options so you can get exactly what you want. Some FP meters hold as many as eight advertisements, so you can pick more than one! Your cost is only the initial price of the artwork - then you can print it on every envelope for maximum exposure! Four types of Meter Ads are available to suit your company's needs. Choose the type you'd like from the following pages and ask your FP agent for pricing detail.

Stock Meter Ads, No Design Necessary

FP offers a wide selection of standard "stock ads" to meet your needs. Choose one from the following pages and share your message with those you mail to.

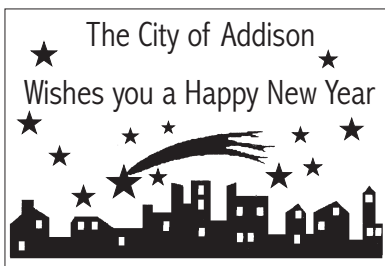
Simple Lettering -

Connect Your Unique Message to our Art

Do you have a special message but no design? Then, you have choices. We will provide your message on it's own, like this -

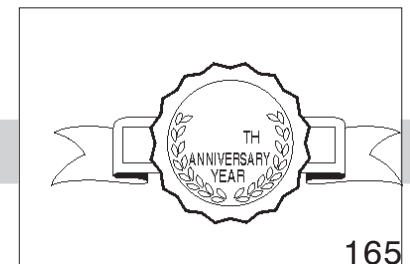
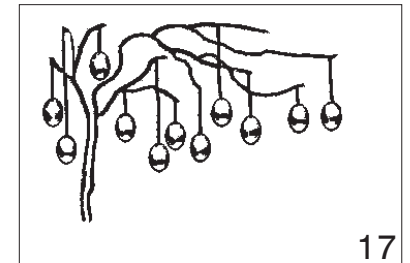
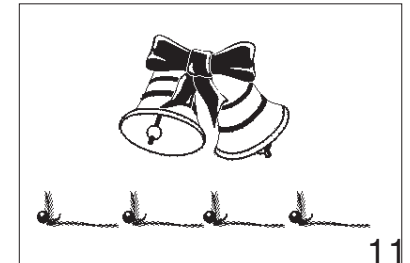


or you can choose stock artwork from the following pages and we will add your message to it, like this -

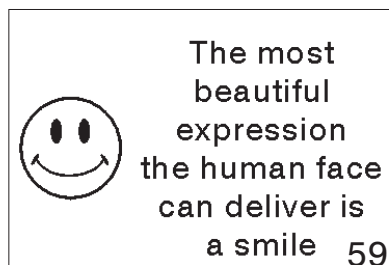
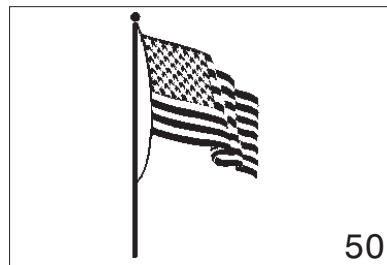
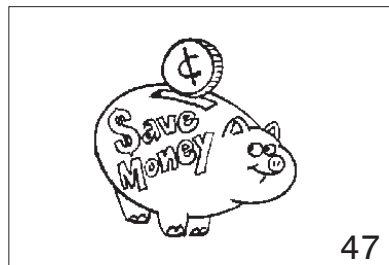


If you want a special typeface, choose it from the selection offered on the back page.

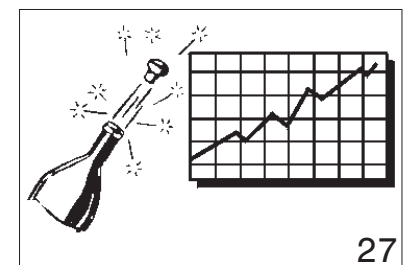
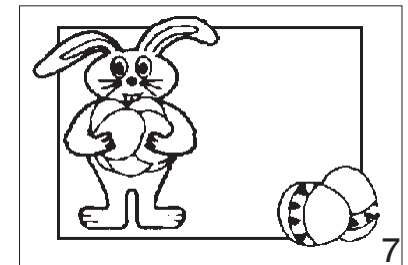
ADD A MESSAGE...



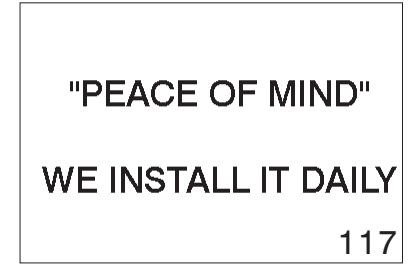
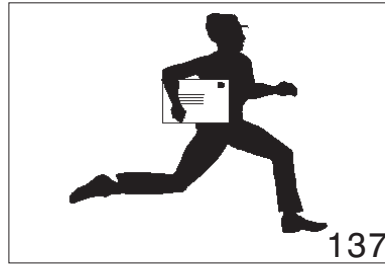
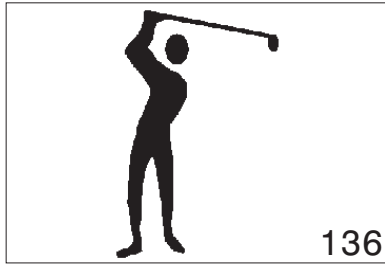
GENERAL...



HOLIDAY / RELIGIOUS...



GENERAL...



PROFESSIONAL SERVICES...



87

GOOD EYE CARE
DOESN'T COST
IT PAYS

92



167



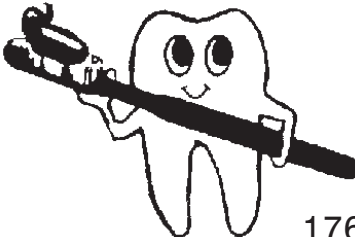
175

INSURANCE
FOR BUSINESS
AND INDUSTRY

95

COMPLETE INSURANCE
CENTER
LIFE & HEALTH
PROPERTY & CASUALTY

96



176



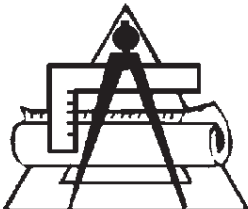
178

PROFESSIONAL
INSURANCE
SERVICE
with a
PERSONAL TOUCH

97



100



180



181




124

Like a good neighbor,
State Farm is there.

129

Chiropractic



Health

200

The Best Jewelry



In Town

207