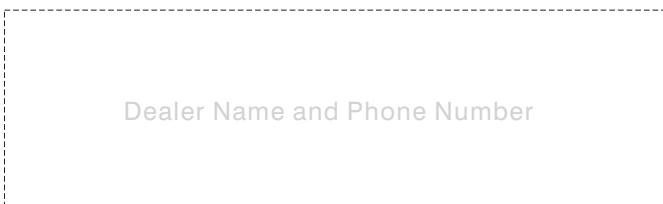


## TYPEFACES

Baskerville Semibold	<b>Clarendon Bold</b>
Swiss 721 Semibold	Swiss 721 Condensed
Swiss 721 Condensed-Semibold	Swiss 721 Regular
<b>Swiss 721 Condensed-Bold</b>	Rockwell Regular
Arial Rounded	<b>Bauhaus Semibold</b>
Square 721 Regular	<b>Square 721 Bold</b>
Garamond Book	<b>Garamond Semibold</b>
<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

## 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.



# 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?

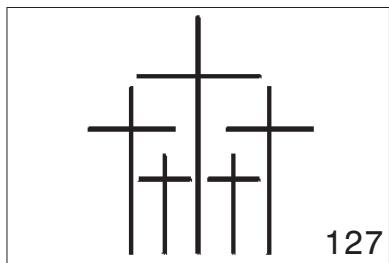
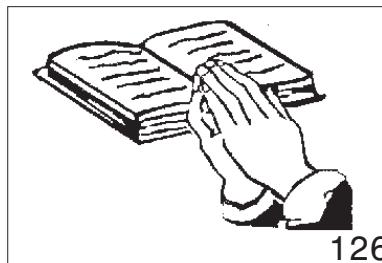
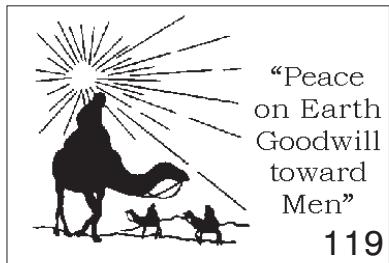


Would you like to advertise for free on all of your mail?



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

# HOLIDAYS / RELIGIOUS...



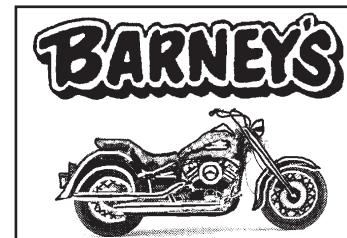
## Camera Ready Artwork Accepted

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



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

# PUBLIC SERVICE...

SERVING YOUR  
COMMUNITY

43

EXCELLENCE  
IN  
PUBLIC SERVICE

77

**HAVE A  
NICE DAY**

78



89



94



141

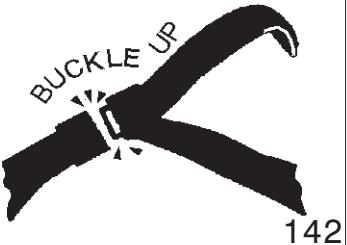
*For Printing  
While-U-Wait...*  
***you'll  
find  
us fast!***

98



THE PERSONAL MEDIUM

113



142

**D.A.R.E.**

143

"AN EQUAL  
OPPORTUNITY  
EMPLOYER"

115

**WE'VE  
MOVED**

116



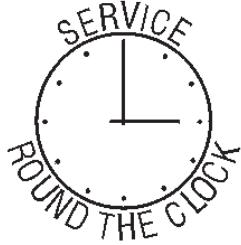
172



118



# CUSTOMER SERVICE...



42

We appreciate  
YOUR  
Business

48

CUSTOMER SERVICE  
IS OUR  
FIRST PRIORITY

76



103



108



109



110

"WE CAN  
SAVE YOU  
MONEY"

112

# PROFESSIONAL SERVICES...



46

CUSTOM  
ENGINEERED  
SYSTEMS

49

**IF IT'S  
CLEANING-  
WE DO IT**

51

QUALIFIED  
CONTRACTOR

53

**IF IT'S  
INSURANCE  
WE HAVE  
IT**

55

ASSURE  
THE FUTURE  
INSURE  
THE PRESENT

56

**SPARKLE**

Get it at  
your dentist  
regularly

72



83

## 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.

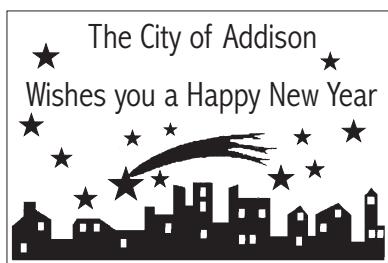
### Simple Lettering -

### 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 its own, like this -

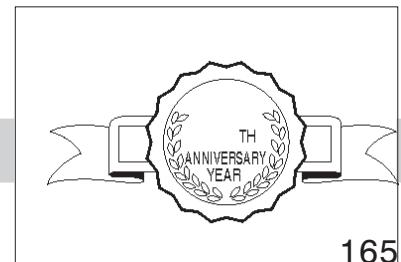
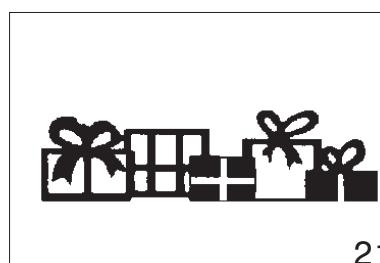
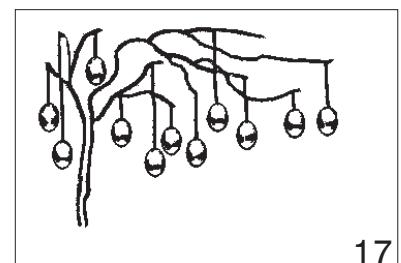
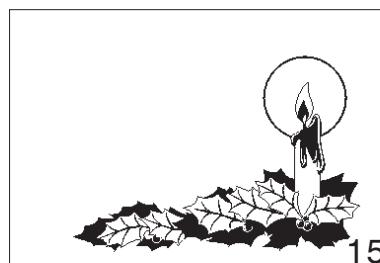
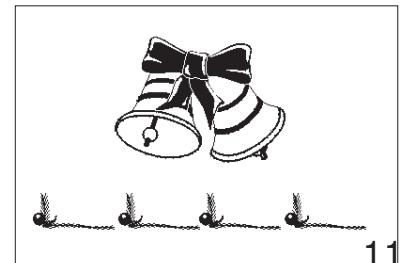
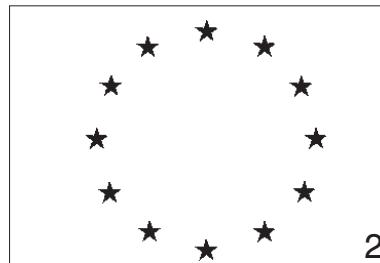


or you can choose stock artwork from the following pages and we will add your message to it, like this -

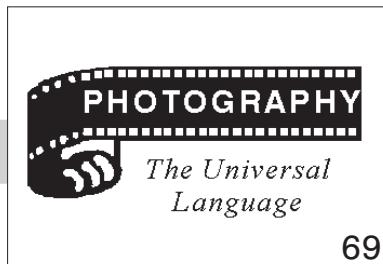
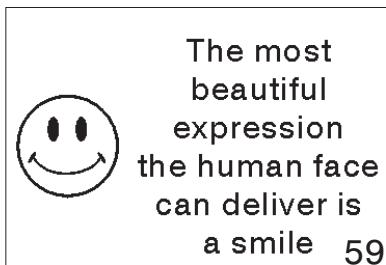
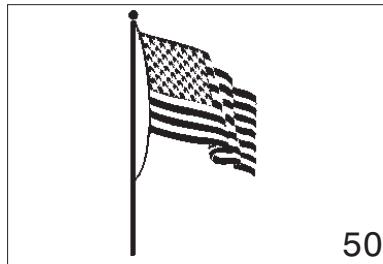
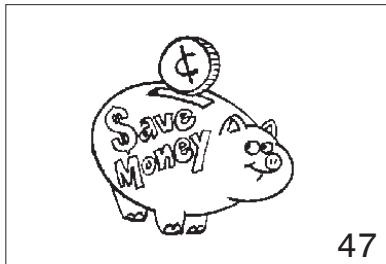


If you want a special typeface, choose it from the selection offered on the back page.

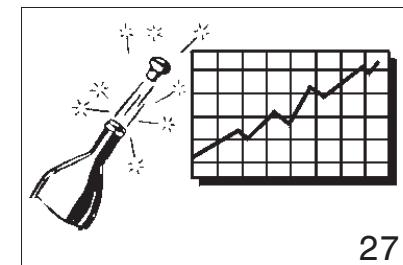
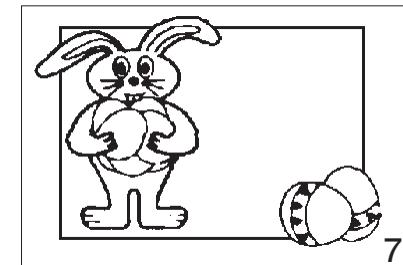
## ADD A MESSAGE...



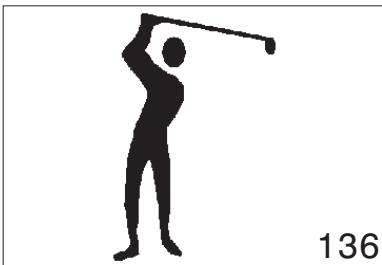
## GENERAL...



## HOLIDAY / RELIGIOUS...



# GENERAL...



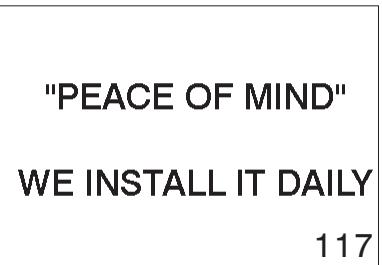
136



137



114



117



148



169



120



208



170



171



174



203

# PROFESSIONAL SERVICES...



87

GOOD EYE CARE  
DOESN'T COST  
IT PAYS

92



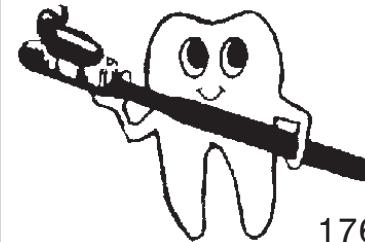
167



175

INSURANCE  
FOR BUSINESS  
AND INDUSTRY  
95

COMPLETE INSURANCE  
CENTER  
LIFE & HEALTH  
PROPERTY & CASUALTY  
96



176

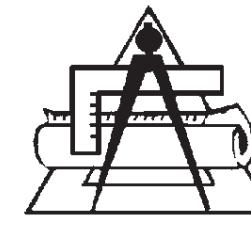


178

PROFESSIONAL  
INSURANCE  
SERVICE  
with a  
PERSONAL TOUCH 97



100



180



181



124

Like a good neighbor,  
State Farm is there.

129

