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CATALOG TITLE

CATALOG SUBTITLE



SIDEBAR HEADING

- ◆ Briefly highlight your product or service here
- ◆ Briefly highlight your product or service here
- ◆ Briefly highlight your product or service here

DATE: 00/00/00



NAME OF PRODUCT OR SERVICE
Describe the product, service, or event here. Include a brief description and any

PRICE: \$00.00
ORDER #: 000000
TYPE: TYPE

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MAIN HEADING

Secondary Heading

The purpose of a catalog is to sell products or services to a targeted audience, or to advertise upcoming classes or events. Catalogs can be a great way to market your products or services, and also build your organization's identity.



Secondary Heading

First, determine the audience of the catalog. This could be anyone who might benefit from the products or services it contains. Next, establish how much time and money you can spend on your catalog. These factors will help determine the length of the catalog and how frequently you publish it. It's recommended that you publish your catalog at least quarterly so that it's considered a consistent source of information. Your customers or employees will look forward to its arrival.

Also consider how you want to print your catalog. You can print it on a desktop printer, at a copy shop, or at a commercial printing service. In addition to your budget, the complexity of the publication—including whether you print it as a black and white or a color publication—will help determine the best method for printing your publication.

Before you print your catalog, consider how you will bind your pages. The number of pages, how the reader will use it, and whether you mail it will help you determine the type of binding. For example, if you have only a few pages and your catalog is meant to be held, you might consider folding the pages and stapling the spine. Larger catalogs that are meant to be folded flat work best with a plastic binding with punched holes, while



**FREE
OFFER**



PRICE: \$00.00
ORDER #: 000000
TYPE: TYPE

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