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Word - Page Setup

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Word - Page Setup

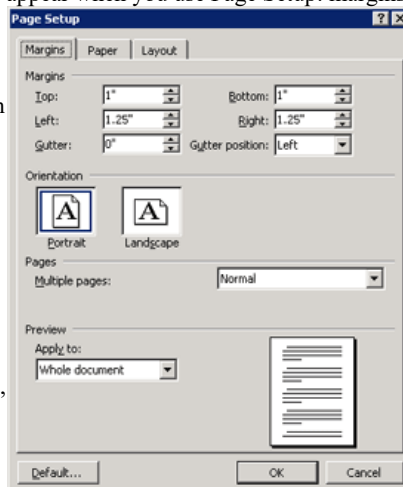
When you open up a new document in Word it generally gives your page a standard setup of 8-1/2 x 11 in a portrait orientation. But, what if you need all or part of the document set for landscape, or need a bit more room at the top, bottom or sides of the page. It's very easy to make these adjustments.

Using **File, Page Setup** you can adjust a variety of settings to make your document fit your needs. For example we have used the margin settings many times to get content to fit on one page or to get labels to align properly when printing.

There are three tabs in the menu window that appear when you use Page Setup: margins, paper, and layout.

Margins – under this tab you can change the margins (top, bottom, and sides), gutter width (use if you have set up columns), page orientation (portrait or landscape), the page set up (2 pages per sheet, book format, etc) and which pages the setup should be applied to.

Paper – choose your paper size (either from the standard list or create a custom size), page source (which tray on your printer the first page and subsequent pages will be used), and which pages these changes will be applied to (whole document or this point forward).



Layout – opt for which section the new rules will be used (new page, odd pages, even pages, etc), choose where your headers and footers will be placed, determine where vertically on the page your content will appear (such as top of the page, center of the page) or add line numbers or borders to the layout.

Don't worry if you tried a few settings and messed up the document, just hit Default at the bottom of any of the three tabs and Word will set your document back to the standard Word default settings.

If you need help with a Word project contact us at info@aapk.com

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QR Codes Explained

By now you have seen at least one QR (quick response) code in an advertisement or poster - they seem to be everywhere lately. These little black-and-white puzzle-like square matrixes enable a user to take a picture of the QR code with their smart phone to reach information, a web page or Facebook page that provides more information about the business or promotion.

The QR code is a two dimensional symbolic bar code that carries meaningful information in the vertical direction as well as the horizontal, hence the two-dimensional term. By carrying information in both directions, QR codes can carry up to several hundred times the amount of data carried by an ordinary bar code.



There are two main ways these work - direct and indirect. A direct QR code contains all the product information you need to know within itself (or a link to the web), but an indirect code requires an application to be downloaded (be careful with these – they could cost you money!). QR Codes are quick and simple to create and do not cost the marketer anything when a prospect responds to the code by scanning and viewing. While QR Code readers and cell phone cameras have improved, it can still be difficult to scan a code in poor lighting conditions.

Some suggested uses for QR codes - give your users a simple, fast way to reach a promotion, download a coupon, see a calendar of events, get directions to your location, make reservations, or get more information about your product or organization.

If you'd like to know more about QR codes or want to explore using them in your marketing campaign, contact us at info@aapk.com to see if this is the right vehicle for your marketing campaign.

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Video: Speaking backwards (can you do this??) it's very cool!
<http://www.youtube.com/watch?v=64CfdxROGQ>

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