

5(a) Newsletters

Newsletters can be extremely effective vehicles for reaching specific audiences. The graphic guidelines for this marketing tool are very flexible due to the nature of the pieces. Even though newsletters are usually 8 1/2" x 11" or A4, there are no size restrictions. Visual elements should help convey the message of the newsletter in a clear and creative manner. A few rules must be observed in accordance with the branding guidelines.

5(b) Corporate newsletters

Logo usage

Tech Data Logo:

- Must adhere to the guidelines outlined in Chapter 1 (Logo Guidelines)
- May be placed on the top or bottom right side of the cover

Vendor logos:

- Must not be larger than the Tech Data Logo
- May be displayed in 4-color process or black and white

Typography

Please use the following guidelines when creating newsletters:

Headline

- Point size and font are flexible, according to designer
- Suggested corporate font – Futura Condensed Bold

Subhead

- Point size and font are flexible, according to designer
- Suggested corporate font – Futura Condensed Oblique

Body copy

- No less than 9 point
- Suggested corporate font – Futura, Goudy
- Preferred alternatives
 - Times
 - Eras
 - Frutiger
 - Helvetica

If the newsletter is going to be printed in two colors, we recommend black and Pantone® Reflex Blue

Size and format

- Will vary according to the specifications outlined in the job requirements
- Must meet postal and mailing regulations

Tagline

- Tech Data's tagline, "The Difference in DistributionSM," is optional on corporate newsletters

Trademark Disclaimer

The following trademark disclaimer must appear on corporate and vendor newsletters:

- Tech Data and the Tech Data logo are registered trademarks of Tech Data Corporation in the United States and other countries. All other trademarks are the property of their respective owners. © (Insert year first published) Tech Data Corporation. All rights reserved.

In cases where space is limited, an abbreviated version is acceptable:

- © (Insert year first published) Tech Data Corporation. All rights reserved.

5(c) Electronic newsletters

Please refer to newsletter guidelines in Chapter 9 (Electronic Marketing)

5(d) Vendor newsletters

Logo usage

Tech Data Logo:

- Must adhere to the guidelines outlined in Chapter 1 (Logo Guidelines)
- Placement is flexible, according to the designer

Vendor logos:

- Must not be larger than the Tech Data Logo
- May be displayed in 4-color process or black and white

Typography

- Font and point size for headlines, subheads and body copy are flexible, according to the designer

Size and format

- Will vary according to the specifications outlined in the job requirements
- Must meet postal and mailing regulations

SAMPLE 1

Hewlett-Packard/Tech Data newsletter:
 4-page publication
 4-color process



Networking News

Volume 1 • Number 2

Get your Tech Data HP networking products and solutions, along with the Tech Data

Turn your customers on to –

Hewlett-Packard's new ProCurve switches

Always-on

Hewlett-Packard introduces four new high-performance ProCurve switches. A 96 Gbps switch that brings your customers' networks fast, always-on reliability at highly competitive pricing. Tech Data is extending an instant rebate on the purchase of any of these switches, while Hewlett-Packard is providing a 50%* to claim HP rebates and for more information on HP network infrastructure solutions that are "Always-on," visit <http://particamemore.hp.com>.

Easy to own

- Five lifetime warranty
- Free and user phone support
- Low pricing, with MSRP from \$589

Easy to sell

- Unparalleled sales support — call Hewlett-Packard Network Specialist Mark Fisher at 800-721-4931, ext. 170028
- Free HP Networking Design and Consulting Center, call toll-free 800-741-3333 or visit www.hp.com/go/procurve and click "network design center"
- Instant rebates

TABLE OF CONTENTS

- HP Design Center Virtual Tour
- Meet Tech Data VPR Marc Frantz
- PERFORMANCE REBATE
- NEW PRODUCT SPOTLIGHT
- HP LIVE!

hp
connecting people

Tech Data
 The Difference in Distribution™

NEWSLETTERS — CHANNEL
SAMPLE 2

Retail News
 4-color process

RETAIL News

№ 1 • AUGUST 2004
LMCL • COMPUTER 2000 • UK



HP PSC all-in-one series
Small is beautiful




The HP PSC 1215 all-in-one printer/scanner/copier

Designed to fit in any room, this is the world's smallest flatbed all-in-one. Versatile and easy to use, it delivers true-to-life photo quality color printing at 4800 dpi and optical, plus flatbed scanning and convenient stand-alone copying.

PART CODE P38301

£52.93

SUPPLIES

HP 8800 71.00
 HP 8800 21.00
 HP 8800 11.00
 HP 8800 11.00

The HP PSC 1315 all-in-one printer/scanner/copier

Print photos clearly from its 3-megapixel-enabled digital camera – without using your PC. This versatile all-in-one delivers superb color quality and color printing at 4800 dpi, optional dpi, or optional 6 ink, plus flatbed scanning and copying.

PART CODE P38450

£76.24

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Creative
The new portable media center
Pages 0-7



Kensington
The Contour bag
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BenQ
Digital always your open world
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www.computer2000.co.uk

COMPUTER 2000

Part of the Tech Data Group

The Difference in Distribution™

business partner

Call the IT Team at Computer 2000 on 0870 401 0033 or go to www.computer2000.co.uk/hp

NEWSLETTERS — CHANNEL
SAMPLE 3

SME News
4-color process

SME News
No 47 • 17th March 2004 • £ 4.95 • COMPUTER 2000 — UK

**Be 1st to join the
Cisco Opportunity Incentive
programme.**

- 10% additional margin for new deals
- Be the first to register your Cisco opportunity and reap the benefits.

CISCO SYSTEMS Authorized Distributor

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www.computer2000.co.uk/cisco or call the Cisco team on 0870 401 0001.

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The digital display your eyes can't resist. *page 21*

HP
The next generation of servers. *page 14*

Computer 2000
Register for the next SMC training seminar! *page 27*

www.computer2000.co.uk

COMPUTER
Keep it all first! Best Deal!
The Distributor in Distribution™