

REMINGTON LE HANDGUN AMMO TRIFOLD COPY

This is the initial draft copy for the Handgun Ammo trifold.

The information has been boiled down into block segments. Each segment leads with highlighted features and benefits followed by very brief supporting descriptions as required to enhance the points.

The intent is to produce "call-outs, hooks, features and benefits" that catch the reader's eye and make them want to further explore our ammunition. These must be our most important points that we want reader to see and take away.

This initial draft has boiled down the information, but further reductions will be needed as the art work is placed during the design phase.

The Trifold Layout and Information:

The trifold consists of 6 pages: Interior 1, 2, and 3 (left-to-right) and Exterior 4, 5, and 6 (left-to-right). When folded Page 6 will be the visible front flap and Page 5 will be the visible reverse.

Individual Page Sizes: 3 1/4" x 8"

Copy shown has been produced in 10 point, while the final editing will reduce a number of segments to 8 points.