



Partner Guide: Customizing Your Advertising Layouts

Welcome to your Payentry Partner Guide: Customizing Advertising Layouts.

We've created ready-to-use advertising layouts to help you promote payroll services under your own distinct brand. This guide will assist you in customizing the PDF files to make them your own.

What You'll Need

To customize the advertising layouts, you'll need one of the following tools:

- Adobe Acrobat Pro (recommended).
- Adobe Illustrator (for more advanced customization).
- Free online PDF editors (limited functionality).
- A graphic designer or marketing team member if you prefer to outsource edits.

What You Can Customize

Each layout is designed to be flexible. You'll be able to:

- Add your company logo.
- Add contact information such as:
 - Phone number
 - Website address
 - Email address, etc.
- Adjust text.
- Include your own brand colors or imagery if desired.

Locating the Files

All files are provided in PDF format and organized by theme and purpose.

- Visit www.payentry.com
- Select the **Partner Resources** page at <https://www.payentry.com/Partner/>
- The password to access the Partner Resources page is **ValuedPartner**.
- Locate the **Marketing Resources** section on the page and open the file(s) you wish to use.
- Once the file has opened, select **Download** or the **Download Icon** and save the file in a place where you can easily access it. You may also add your own title to the file for easy reference during the "Save" process.

How to Customize in Adobe Acrobat Pro

1. Open Your Saved File

- a. Use Adobe Acrobat Pro or your preferred editor to open the PDF layout.

2. Insert Your Logo

- a. Click on the placeholder image or use the "Add Image" tool to upload your logo.
- b. Resize and reposition your logo as needed to fit the design.

3. Insert Text Fields

- a. Use the “Text” tool to add your text.
- b. Add your contact information, personalized message or other text.

4. Review Your Edits

- a. Double-check that all contact details are correct.
- b. Make sure the layout still looks clean and professional after your changes.

5. Save and Export

- a. Save your file as a high-resolution PDF (JPEG/PNG) depending on how you plan to use it.

6. Tips for Best Results

- a. Keep text short and engaging.
- b. Use high-resolution logos and images.
- c. Use 1-2 primary brand colors to keep designs clean.
- d. Don't move or delete key elements unless you're confident in the new layout.

How to Customize Using Other Applications

1. You may also use applications such as **Microsoft Publisher, PowerPoint, Paint** and **Word** to add your logo and contact information.
 - a. Select your preferred application and open a new blank document.
2. Open the preferred application (listed above).
 - a. Select the image you want to edit. You may “**Copy & Paste**” the file or “**Drag & Drop**” the file into your open, blank document.
 - b. By utilizing the **Text Box** function in these applications, you may add your own text.
 - c. You may also add and re-size your logo as appropriate using “**Copy & Paste**” or “**Drag & Drop**” functions.
3. Save your file by utilizing your Snip & Sketch application.
 - a. Use the **Select** tool to frame your image.
 - b. Save the image and name the file as appropriate.

Need Help?

Our marketing team is happy to assist if you need support customizing your materials or if you would like feedback before publishing.

- Contact us at marketing@payentry.com

Thank you for being a valued partner. We look forward to seeing your customized campaigns in action. We also encourage to check our Partner Resources page often. We will be adding new content on a regular basis to help support your success.