# FirstLine Mobile Websites Flyer – Notes:

Flyer is to be printed at A4 size (210mm x 297mm).

This flyer is to be used as an insert to accompany a direct mail letter to be sent out to prospective businesses via ordinary snail mail. (we are not using email to avoid being in breach of the Spam Act)

Originally I thought it might work as an info-graphic. .. and if it can be illustrated using info graphic techniques then that might be good.... but in the end the most important thing is to create something that will get the message across:

The desired course of action is for them to go to the website and order a FREE preview

The Printer's recommended layout is attached (also available at: <http://www.cmykonline.com.au/GuidelineTemplates/A4%20Templates/A4%20Templates%20Photoshop.zip> )

The attached document " You're not fully open for business until you have a mobile website.doc" contains the text for the flyer.

To illustrate the first paragraph I had in mind a tiny graph using these values:

|  |  |
| --- | --- |
|  | % |
| 2009 | 25 |
| 2010 | 41 |
| 2011 | 50 |
| 2012 | 58 |
| 2013 | 64 |

But I'm not convinced that I should.

In the section "Standard Website - Mobile website I had in mind using an image something like:



or this



Here is an actual comparison of real standard v mobile websites. These graphics might be useful:

<http://preview.firstline.com.au/compare/aponteviaggi>