

1. Page Size

This determines the physical size of the printed page. Common printing press sizes:

- **A4 (210 × 297 mm)** – Standard for flyers, letters, brochures.
 - **A5 (148 × 210 mm)** – Half of A4, good for leaflets or small booklets.
 - **Letter (8.5 × 11 in)** – Standard US size.
 - **Custom size** – If you have a specific printing format in mind.
-

2. Content Type

Depending on what you want to showcase, sample content can include:

- **Brochure/Flyer** – Cover page, product/services info, contact info.
 - **Catalog** – Multiple pages with product images, names, descriptions, and prices.
 - **Book/Page Sample** – Chapters, headings, paragraphs with placeholder or real text.
 - **Business Card/Stationery** – Logo, contact info, and slogan.
 - **Generic Sample** – Lorem Ipsum text blocks for testing layout and fonts.
-

3. Number of Pages

- **Single page** – Useful for flyers or posters.
 - **Multiple pages** – Useful for catalogs, brochures, or books.
 - We can create a sample with **3–5 pages** to demonstrate layout, headings, and text formatting.
-

4. Design Style

The PDF can be:

- **Plain text** – Black and white, simple layout.
- **Minimal design** – Headings, subheadings, bullet points, borders.
- **Colored with images** – Include placeholders for logos, product images, or stock images.
- **Typography focus** – Showcases fonts, headings, and paragraph styles.