

How to mark up and send PDF proofs from an iPad using Email & PDF Expert

RAY LAETHEM

BUICK GMC
OPEN SATURDAYS!

Some Dealers Charge You \$299 for Service Loaners - Not Ray Laethem!!! SERVICE LOANERS ALWAYS FREE!

2011 GMC Sierra EXT. CAB 4WD

30 MPG!

Pwr Lks/Wndws/
Mirrors, Trailing Pkg,
Keyless Entry



2012 Buick Regal

LEASE SPECIAL!
Heated Leather Seats

PURCHASE PRICE		Sik. #111771	EMPLOYEE PRICE		EVERYONE PRICE	
EMPLOYEE	EVERYONE		LEASE	\$183/mo	\$221/mo	
\$24,267	\$25,767		PURCHASE	\$348/mo	\$371/mo	

EMPLOYEE PRICE		EVERYONE PRICE	
\$245/mo	\$258/mo		

No Employee Discount? No Problem!
Lowest prices on all 2011 models. Employees save even more!

MONTH ENDS SOON! HURRY! THESE DEALS ARE OVER SOON!

2012 GMC Terrain

Sik. #112017
32 MPG!

PURCHASE PRICE		EMPLOYEE PRICE		EVERYONE PRICE	
EMPLOYEE	EVERYONE	LEASE	\$283/mo	\$333/mo	
\$28,350	\$31,250	PURCHASE	\$408/mo	\$457/mo	

2011 GMC Sierra 2500 EXT CAB 4WD

Sik. #11294
DURAMAX DIESEL!
WAS \$49,830

EMPLOYEE PRICE		EVERYONE PRICE	
\$40,876	\$42,367		

2011 Yukon SLT 4WD

Sik. #111472
LOADED! Power Screen Nav, Rear DVD, Sunroof, Heated Leather Seats, Pwr Liftgate And Much More!
WAS \$54,535

PURCHASE PRICE		EMPLOYEE PRICE		EVERYONE PRICE	
\$42,859	\$45,859				

2011 GMC Acadia

Sik. #111739
PURCHASE SPECIAL
Nicely Equipped!
Pwr Lks/Wndws, Mirrors, Keyless Entry, Cruise, Alu. Wheels
WAS \$33,180

PURCHASE PRICE		EMPLOYEE PRICE		EVERYONE PRICE	
\$26,995	\$29,569	\$389/mo	\$415/mo		

2011 Buick Regal RL2

Sunroof, Heated Leather Seats, Bluetooth, Hands Free Calling, XM Satellite Radio, Power Seats, Auto Climate And Much More!
WAS \$27,995

PURCHASE PRICE		EMPLOYEE PRICE		EVERYONE PRICE	
\$23,527	\$24,527	\$336/mo	\$349/mo		

2012 Buick Lacrosse

Sik. #112013
LOADED! EQUIPMENT!
18" V6 Engine, Ramblin' Mirrors, Bluetooth Hands Free Calling, OnStar Navigation And Much More!

PURCHASE PRICE		EMPLOYEE PRICE		EVERYONE PRICE	
\$26,604	\$29,604	\$277/mo	\$299/mo		

2011 Buick Enclave CXL

Sik. #111811
PURCHASE SPECIAL
Nicely Equipped!
Heated Leather Seats, Pwr Liftgate, Rear Backup Camera
WAS \$38,790

PURCHASE PRICE		EMPLOYEE PRICE		EVERYONE PRICE	
\$33,191	\$34,691	\$487/mo	\$511/mo		

2012 Buick Enclave CXL

Sik. #112043
LOADED! Heated Leather Seats, Pwr Liftgate, Rear Backup Camera, Bluetooth Hands Free Calling And More!
WAS \$40,525

PURCHASE PRICE		EMPLOYEE PRICE		EVERYONE PRICE	
\$36,162	\$37,662	\$415/mo	\$534/mo	\$455/mo	\$557/mo

DEMO SALE IN PROGRESS! BELOW EMPLOYEE PRICING TO ALL! - By appointment only please

2011 GMC Yukon SLT 4WD

Purchase \$43,219

2011 GMC Acadia Denali AWD

Purchase \$42,929

2012 Buick Lacrosse Leather

Lease \$293/mo
Purchase \$29,542

2011 GMC Terrain SLE

Purchase \$29,321

2011 Buick Lucerne

Purchase \$30,939
Purchase \$24,317

RAY LAETHEM

See Our Entire 307 Unit Used Car Inventory At WWW.RAYLAETHEM.COM

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SALES 10-3 • SERVICE 8-1
888-819-1612

*With approved credit, plus tax, title, plates, first payment (lease only), 39 month lease term, 10,000 miles per year, 72 month finance term. All payments with \$1999 down payment, pricing subject to GM incentive changes. Picture may not represent actual vehicle. Program ends 11/30/11.

Search Inbox
Jim Carswell 3:11 PM
SOCT Test
Jim Carswell ERP Administrator

From: James Carswell

To: James Carswell



Mark

SOCT Test

October 26, 2011 3:11 PM

Jim Carswell
ERP Administrator



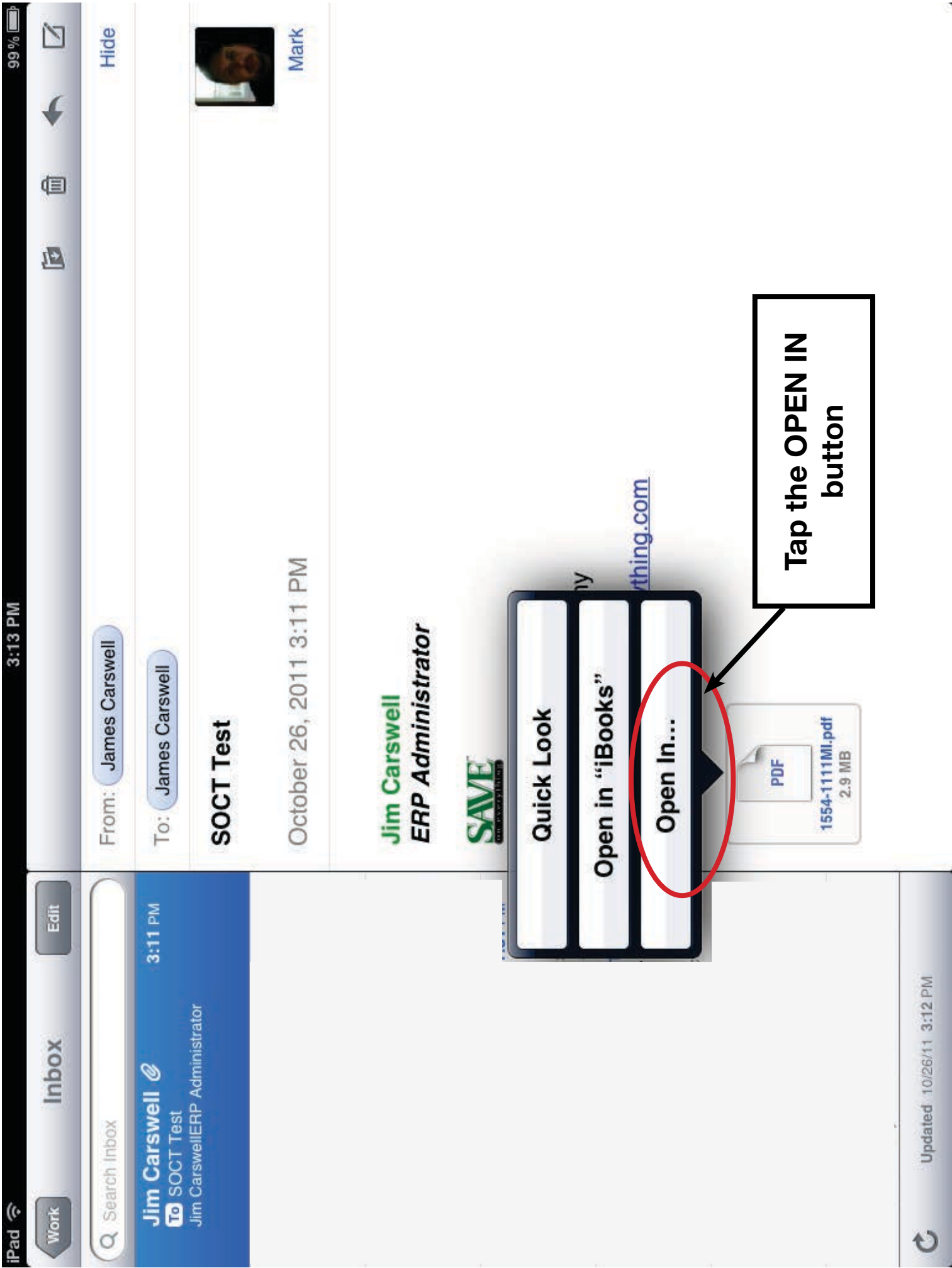
Save On Everything
A Marketshare Company

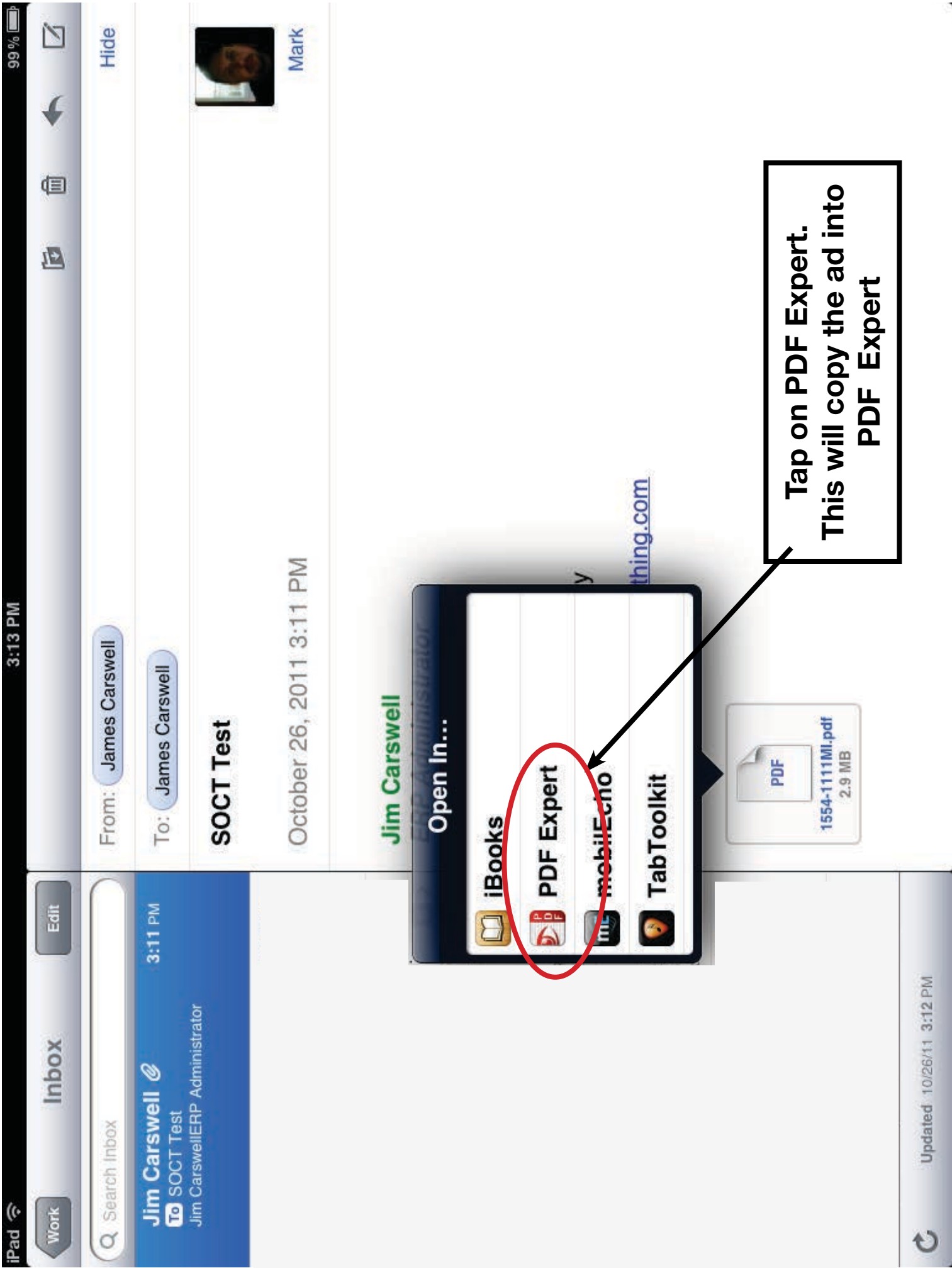
248-244-2142

jcarswell@saveeverything.com

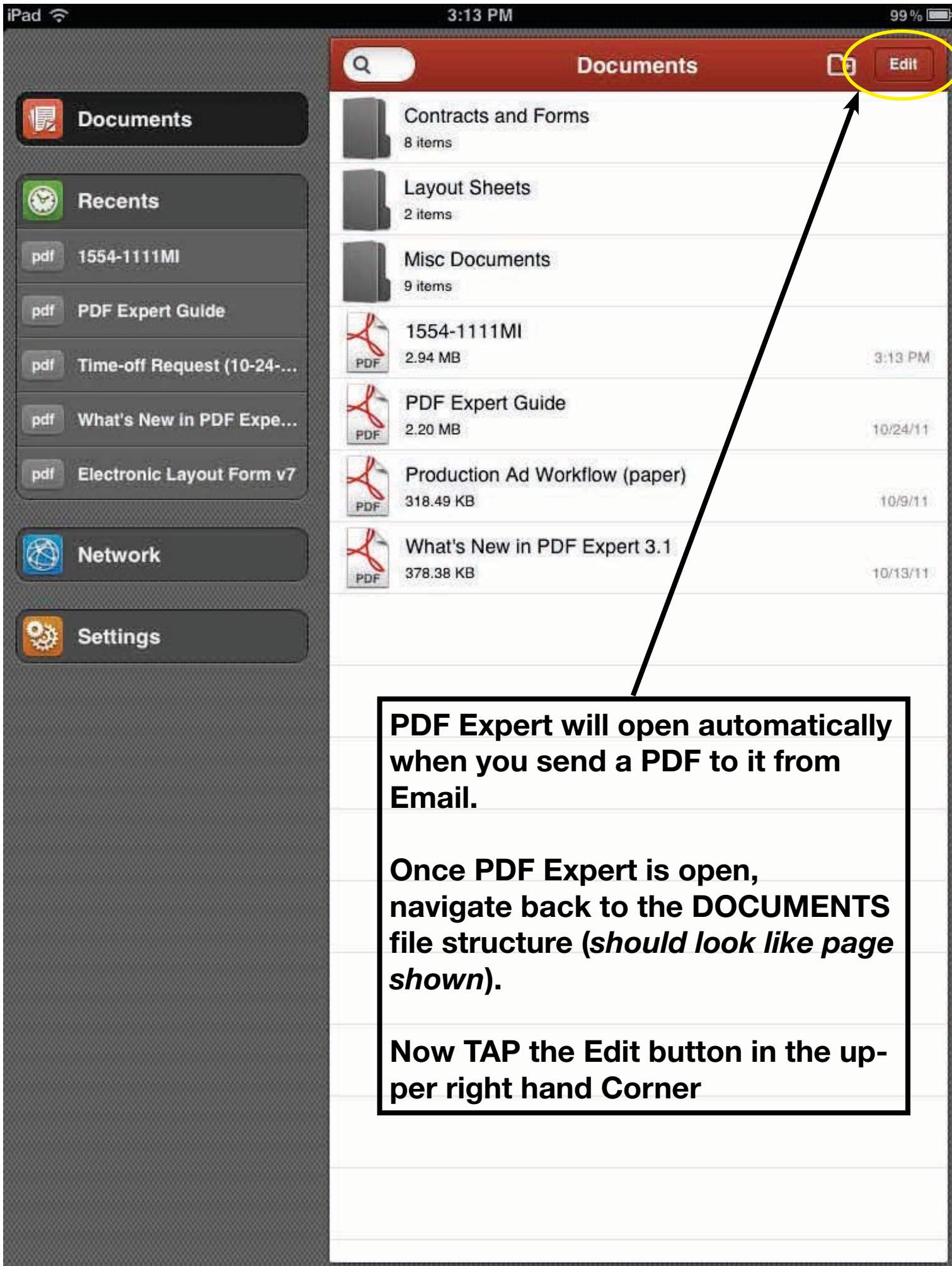


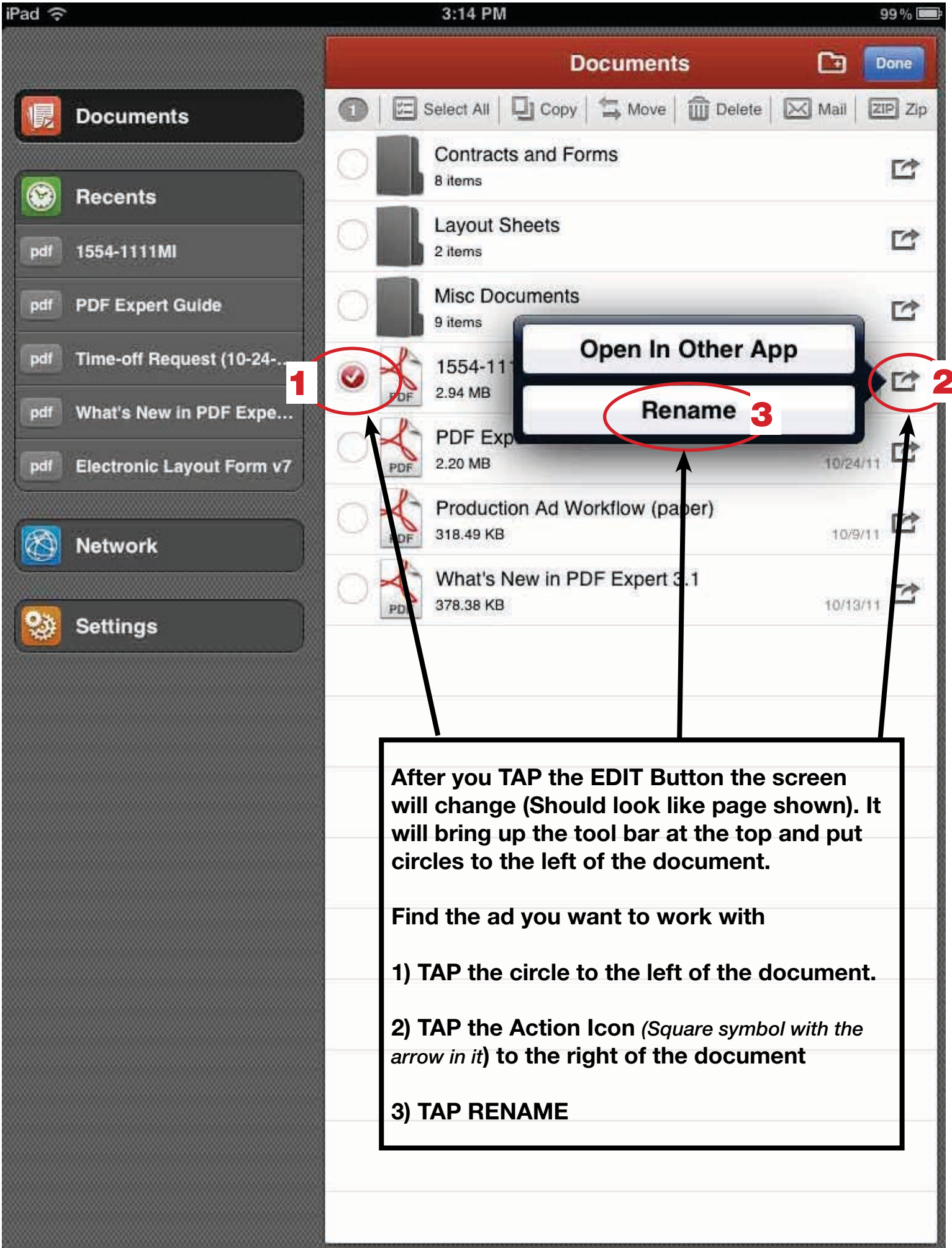
Tap and hold the attachment for a few seconds when you release it, it will bring up a menu





Tap on PDF Expert.
This will copy the ad into
PDF Expert

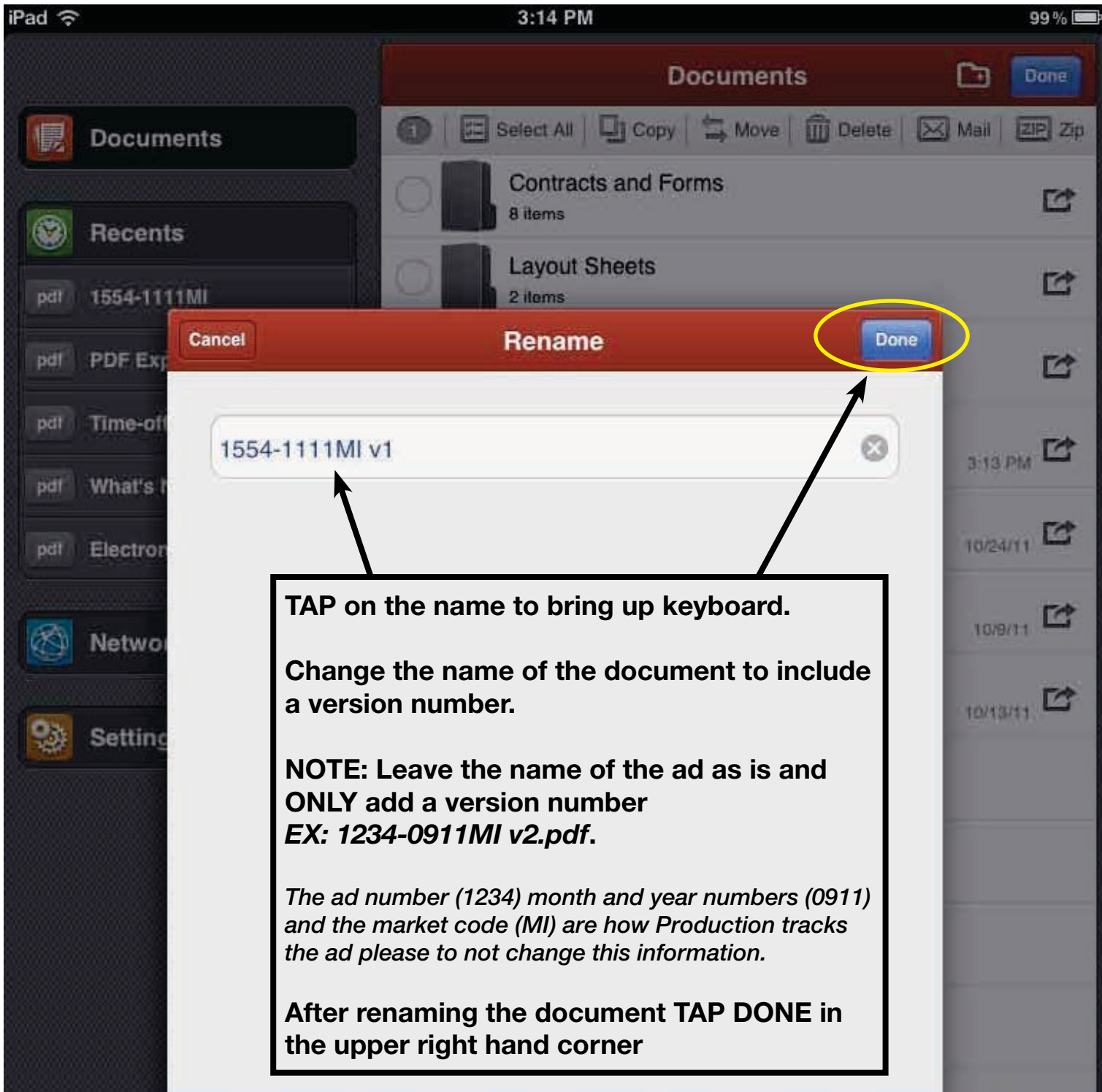


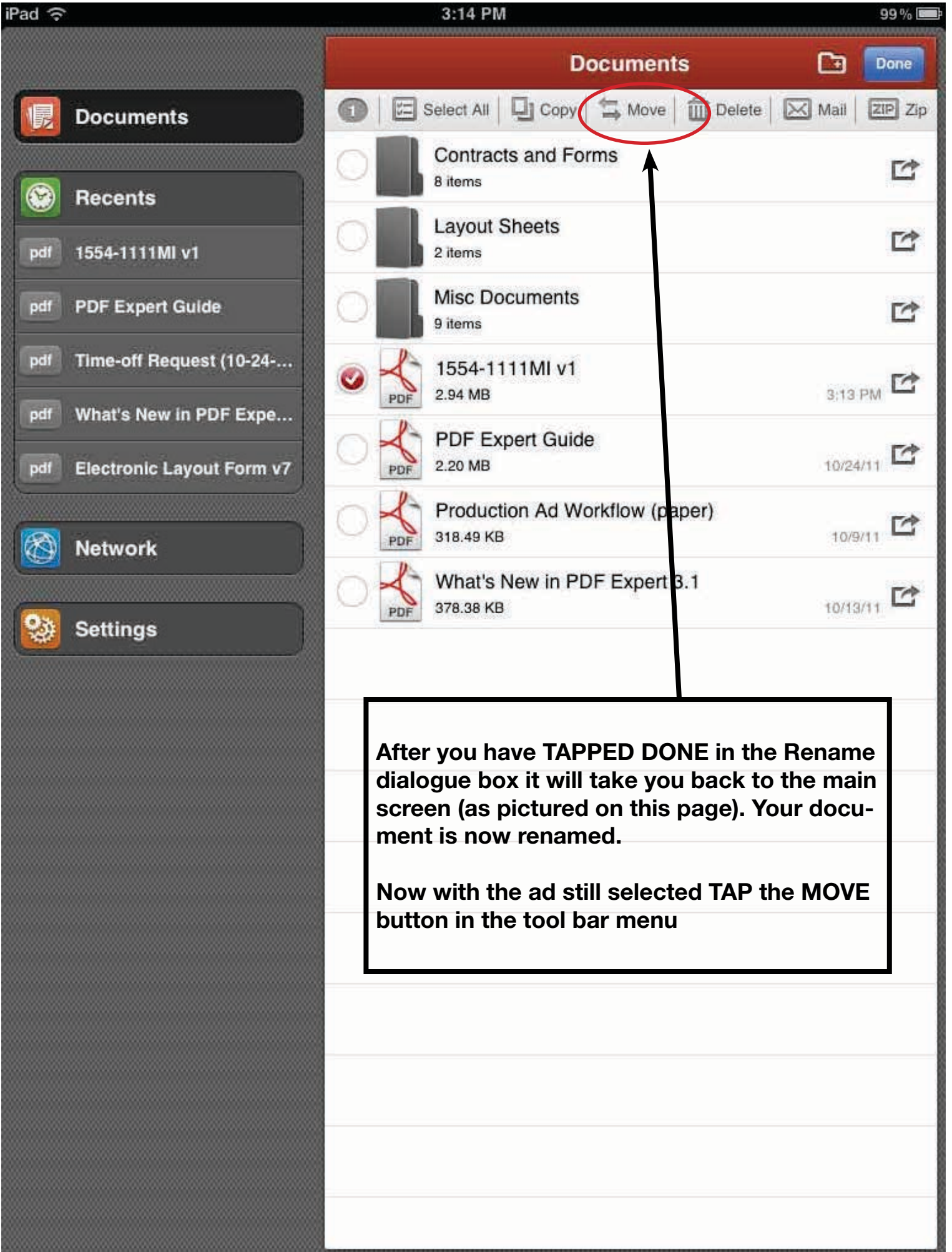


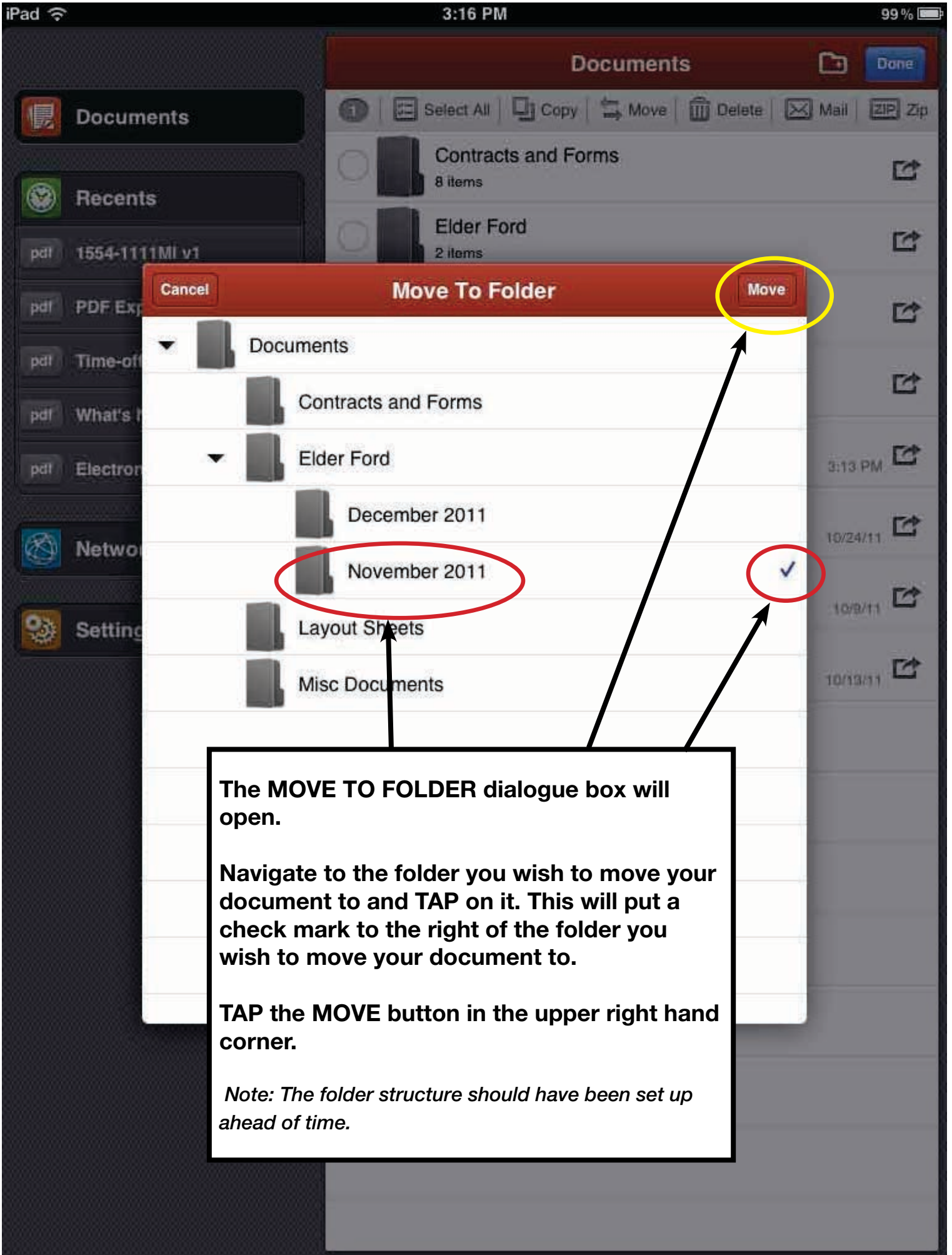
After you TAP the EDIT Button the screen will change (Should look like page shown). It will bring up the tool bar at the top and put circles to the left of the document.

Find the ad you want to work with

- 1) TAP the circle to the left of the document.
- 2) TAP the Action Icon (*Square symbol with the arrow in it*) to the right of the document
- 3) TAP RENAME







The MOVE TO FOLDER dialogue box will open.

Navigate to the folder you wish to move your document to and TAP on it. This will put a check mark to the right of the folder you wish to move your document to.

TAP the MOVE button in the upper right hand corner.

Note: The folder structure should have been set up ahead of time.

- Documents**
- Recents**
 - pdf 1554-1111MI v1
 - pdf PDF Expert Guide
 - pdf Time-off Request (10-24-...
 - pdf What's New in PDF Expe...
 - pdf Electronic Layout Form v7
- Network**
- Settings**

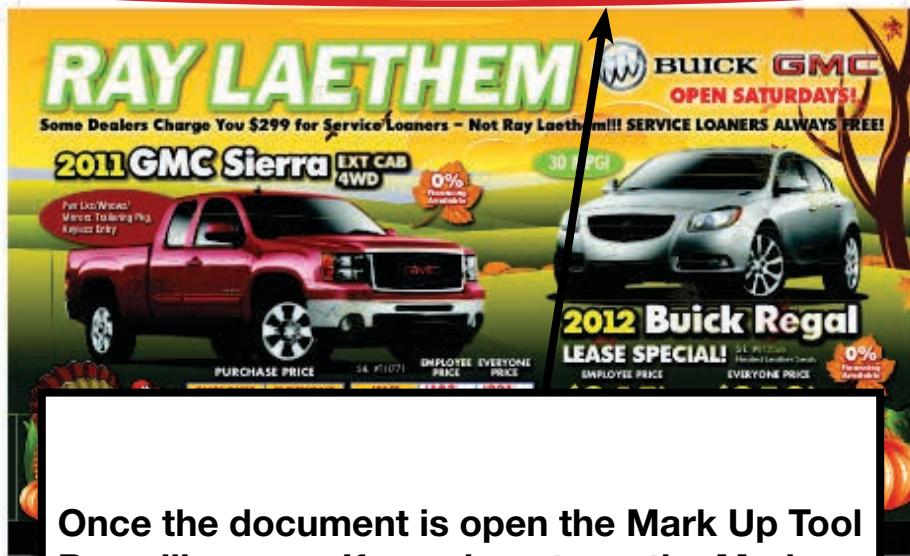
Elder Ford **November 2011** Edit

PDF 1554-1111MI v1 2.94 MB 3:13 PM

Your document should now be in the folder you selected.

Now it's time to mark it up and send it to Production

TAP on the ad to open it up.



Once the document is open the Mark Up Tool Bar will appear. If you do not see the Mark Up Tool Bar TAP on the PENCIL icon

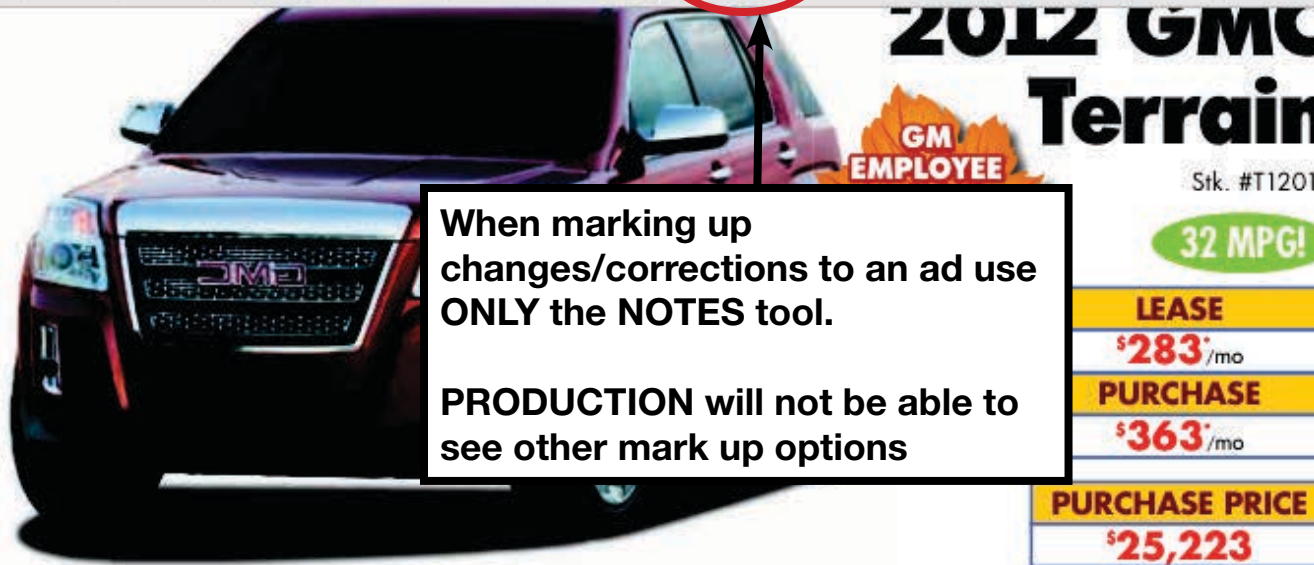
To zoom in to a specific part of the ad take 2 fingers and pinch them apart. The farther apart the pinch the higher the zoom.

<p>2011 Buick Regal RL2</p> <p>PURCHASE PRICE: \$42,859 - \$45,859</p> <p>EMPLOYEE PRICE: \$25,327</p> <p>EVERYONE PRICE: \$24,527</p>	<p>2012 Buick Lacrosse</p> <p>PURCHASE PRICE: \$31,250</p> <p>EMPLOYEE PRICE: \$28,504</p> <p>EVERYONE PRICE: \$29,604</p>	<p>2011 Buick Lacrosse</p> <p>PURCHASE PRICE: \$28,569</p> <p>EMPLOYEE PRICE: \$25,172</p> <p>EVERYONE PRICE: \$24,172</p>
<p>2011 Buick Enclave CXL</p> <p>PURCHASE PRICE: \$34,691</p> <p>EMPLOYEE PRICE: \$34,191</p> <p>EVERYONE PRICE: \$34,691</p>	<p>2012 Buick Enclave</p> <p>PURCHASE PRICE: \$37,662</p> <p>EMPLOYEE PRICE: \$36,162</p> <p>EVERYONE PRICE: \$37,662</p>	<p>2011 GMC Yukon XL SLT 4WD</p> <p>PURCHASE PRICE: \$45,999</p> <p>EMPLOYEE PRICE: \$45,999</p> <p>EVERYONE PRICE: \$48,999</p>

DEMO SALE IN PROGRESS! BELOW EMPLOYEE PRICING TO ALL!

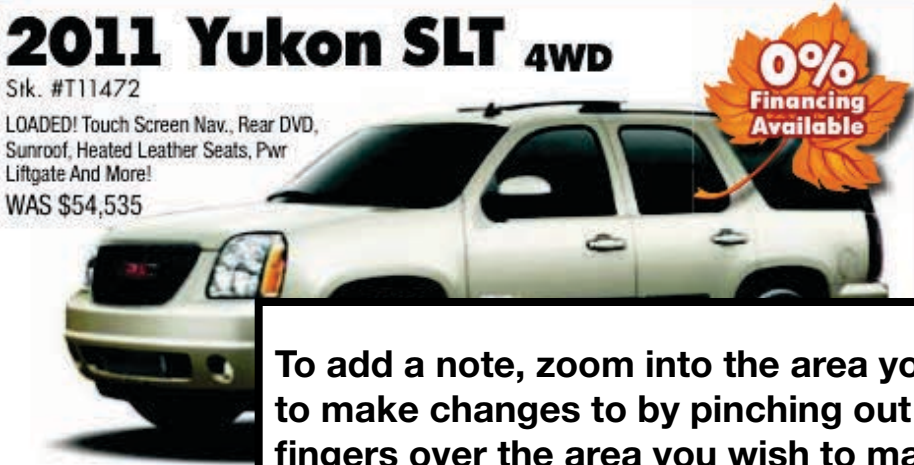
<p>2011 GMC Yukon SLT 4WD</p> <p>Purchase: \$43,213</p>	<p>2011 GMC Acadia Denali AWD</p> <p>Purchase: \$42,929</p>	<p>2012 Buick Lacrosse Leather</p> <p>Purchase: \$29,542</p>	<p>2011 GMC Terrain SLE</p> <p>Purchase: \$22,321</p>	<p>2011 Buick Lacrosse</p> <p>Purchase: \$24,317</p>
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 888-819-1612



2012 GMC Terrain
 Stk. #T12017
32 MPG!
LEASE \$283/mo
PURCHASE \$363/mo
PURCHASE PRICE \$25,223

When marking up changes/corrections to an ad use **ONLY** the NOTES tool.
 PRODUCTION will not be able to see other mark up options



2011 Yukon SLT 4WD
 Stk. #T11472
 LOADED! Touch Screen Nav., Rear DVD, Sunroof, Heated Leather Seats, Pwr Liftgate And More!
 WAS \$54,535
0% Financing Available



2012 GMC
 Stk. #T12036
 Pwr Lks/Wndws/ Mirrors, Keyless Entry, Cruise, Alum. Wheels
 MADE IN MICHIGAN!

To add a note, zoom into the area you wish to make changes to by pinching out with 2 fingers over the area you wish to mark up.

NOTE: It may take 3-5 seconds for the image to re-focus.

PURCHASE PRICE



2011 Buick
 Sunroof, Heated Leather Seats, Bluetooth Hands Free Calling, X Satellite Radio, Power Seats, Auto Climate And Much More!
 WAS \$27,995

Once zoomed in you can add a NOTE by tapping and holding in one spot for 3-5 seconds. This will open a menu bar up. TAP on NOTE.

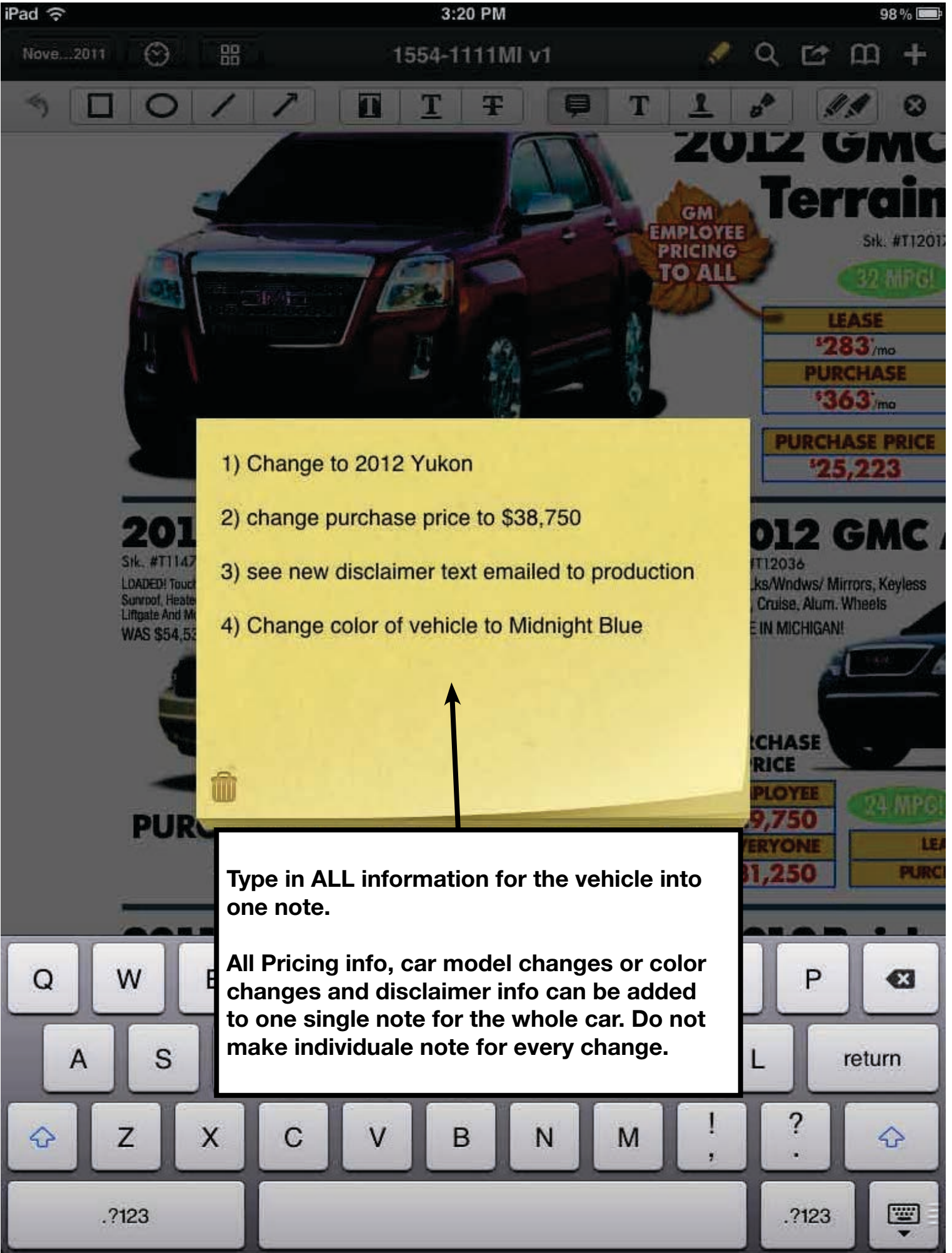
NOTE: When adding a NOTE, it is easier to TAP and HOLD in an empty area (No text or boxes)



PURCHASE PRICE
EMPLOYEE \$23,527
EVERYONE
29 MPG!
PURCHASE SPECIAL
EMPLOYEE PRICE
EVERYONE PRICE
UP TO \$3,000 REBATE
 Stk. #BU11008



2012 Buick
PURCHASE PRICE
EMPLOYEE \$28,604
EVERYONE



- 1) Change to 2012 Yukon
- 2) change purchase price to \$38,750
- 3) see new disclaimer text emailed to production
- 4) Change color of vehicle to Midnight Blue

Type in ALL information for the vehicle into one note.

All Pricing info, car model changes or color changes and disclaimer info can be added to one single note for the whole car. Do not make individuale note for every change.



2012 GMC Terrain

**GM
EMPLOYEE
PRICING
TO ALL**

Sik. #T1201

32 MPG!

LEASE
\$283 /mo
PURCHASE
\$363 /mo
PURCHASE PRICE
\$25,223

2011 Yukon SLT 4WD

Sik. #T11472

LOADED! Touch Screen Nav., Rear DVD, Sunroof, Heated Leather Seats, Pwr Liftgate And More!

WAS \$54,535

**0%
Financing
Available**



PURCHASE PRICE

EMPLOYEE PRICE	EVERYONE PRICE
\$42,850	\$45,850

2012 GMC

Sik. #T12036

Pwr Lks/Wndws/ Mirrors, Keyless Entry, Cruise, Alum. Wheels

MADE IN MICHIGAN!



PURCHASE PRICE

EMPLOYEE
\$29,750
EVERYONE
250

24 MPG!

LEASE PURCHASE

2011

Sunroof, Heated Leather, Bluetooth Hands Free, Satellite Radio, Power Seats, Climate And Much More!
WAS \$27,995



PURCHASE PRICE

EMPLOYEE
\$23,527
EVERYONE

29 MPG!

Sik. #BU11008

UP TO \$3,000 REBATE

PURCHASE SPECIAL

EMPLOYEE PRICE	EVERYONE PRICE
----------------	----------------

2012 Buick

2013 EQUIPMENT!
Engine Remote, Bluetooth Hands Free, OnStar, and Much More!



PURCHASE PRICE

EMPLOYEE
\$28,604
EVERYONE

One single note for the 2011 Yukon SLT.

You can move the note around after you are done by TAPPING and HOLDING the NOTE for 3-5 seconds. The NOTE will become transparent and you will be able to move it around on the page.



Bookmarks

Outlines

Annotations

Clear

Page 1

Oct 26, 3:20 PM

- 1) Change to 2012 Yukon
- 2) change purchase price to \$38,750...

You can check your notes TAPPING the icon that looks like a book.

Then TAP the Annotations button

SAVE on Cars & Trucks

RAY LAETI

Some Dealers Charge You \$299 for Service Loan

2011 GMC Sierra EXT CAB 4WD

For the Lowest! Mirror, Folding Pig, Express Entry

PURCHASE PRICE \$47,071

EMPLOYEE	EVERYONE	LEASE PURCHASE
\$24,267	\$25,767	

No Employee Discount

Blow out prices on all 2011

GMC TRUCK MONTH ENDS SOON

2012 GMC Terrain

NEW LEASE TO ALL PRICING

LEASE	PURCHASE
\$283	\$363

PURCHASE PRICE \$42,367

2011 Yukon SLT 4WD

0% financing available

PURCHASE PRICE	EMPLOYEE PRICE	EVERYONE PRICE
\$42,859	\$45,859	

2012 GMC Acadia

0% financing available

PURCHASE PRICE	EMPLOYEE PRICE	EVERYONE PRICE
\$29,750	\$299	\$339
\$31,250	\$434	\$457

2011 GMC Acadia

0% financing available

PURCHASE PRICE	EMPLOYEE PRICE	EVERYONE PRICE
\$26,905	\$89	\$115
\$28,500	\$389	\$415

2011 Buick Regal RL2

0% financing available

PURCHASE PRICE	EMPLOYEE PRICE	EVERYONE PRICE
\$23,527	\$336	\$449
\$24,527	\$386	\$499

2012 Buick Lacrosse

0% financing available

PURCHASE PRICE	EMPLOYEE PRICE	EVERYONE PRICE
\$28,604	\$277	\$299
\$29,604	\$344	\$360

2011 Buick Lacrosse

0% financing available

PURCHASE PRICE	EMPLOYEE PRICE	EVERYONE PRICE
\$23,172	\$31	\$46
\$24,172	\$31	\$46

2011 Buick Enclave CXL

0% financing available

PURCHASE PRICE	EMPLOYEE PRICE	EVERYONE PRICE
\$33,191	\$487	\$511
\$34,691	\$537	\$561

2012 Buick Enclave

0% financing available

PURCHASE PRICE	EMPLOYEE PRICE	EVERYONE PRICE
\$36,162	\$415	\$455
\$37,662	\$534	\$577

2011 GMC Yukon XL SLT 4WD

0% financing available

PURCHASE PRICE	EMPLOYEE PRICE	EVERYONE PRICE
\$45,999	\$48,999	

DEMO SALE IN PROGRESS! BELOW EMPLOYEE PRICING TO ALL!

2011 GMC Yukon SLT 4WD Purchase \$43,219	2011 GMC Acadia Denali 4WD Purchase \$42,929	2012 Buick Lacrosse Leather Purchase \$29,542	2011 GMC Terrain SLE Purchase \$22,321	2011 Buick Lucerne Purchase \$24,317
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Brightness

Enable Crop Mode

Send by E-mail

Save a Copy

Print

Open in...

Once your ad is marked up to your satisfaction TAP the Action button (looks like a square with an arrow in it.)

Then TAP Send by E-mail

2012 LEASE
EMPLOYEE PRICE \$245/mo. EVERYONE PRICE \$258/mo.

No Problem!
Employees save even more!

THESE DEALS ARE OVER SOON!

2011 GMC Sierra
EXT CAB 4WD
MSRP \$31,330
EMPLOYEE PRICE \$27,750
EVERYONE PRICE \$31,330
LEASE \$299/mo. PURCHASE \$434

2011 GMC Acadia
MSRP \$28,500
EMPLOYEE PRICE \$26,905
EVERYONE PRICE \$28,500
PURCHASE \$389

2011 Buick Regal RL2
MSRP \$24,327
EMPLOYEE PRICE \$23,527
EVERYONE PRICE \$24,327
PURCHASE \$336

2012 Buick Lacrosse
MSRP \$29,604
EMPLOYEE PRICE \$28,604
EVERYONE PRICE \$29,604
LEASE \$277/mo. PURCHASE \$344

2011 Buick Lacrosse
MSRP \$34,172
EMPLOYEE PRICE \$33,172
EVERYONE PRICE \$34,172
PURCHASE \$331

2011 Buick Enclave CXL
MSRP \$34,691
EMPLOYEE PRICE \$33,191
EVERYONE PRICE \$34,691
PURCHASE \$487

2012 Buick Enclave
MSRP \$37,662
EMPLOYEE PRICE \$36,162
EVERYONE PRICE \$37,662
LEASE \$415/mo. PURCHASE \$334

2011 GMC Yukon XL SLT 4WD
MSRP \$48,999
EMPLOYEE PRICE \$45,999
EVERYONE PRICE \$48,999
PURCHASE \$534

DEMO SALE IN PROGRESS! BELOW EMPLOYEE PRICING TO ALL!

2011 GMC Yukon SE7 4WD
Purchase \$42,219

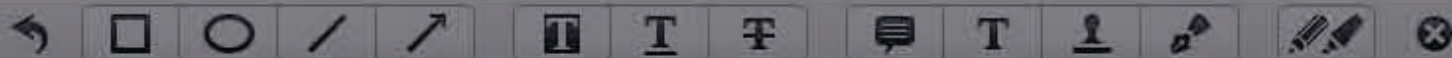
2011 GMC Acadia Denali 4WD
Purchase \$42,929

2012 Buick Lacrosse Leather
Purchase \$32,542

2011 GMC Terrain SLE
Purchase \$22,321

2011 Buick Lacrosse
Purchase \$24,317

FREE LOANERS



SWE
Cars & Trucks

Cancel

Send by Email

Choose format for the file to send by E-mail



Document

Send current document with editable annotations, signatures and form fields.



Flattened Copy

Make sure you TAP DOCUMENT to select it.

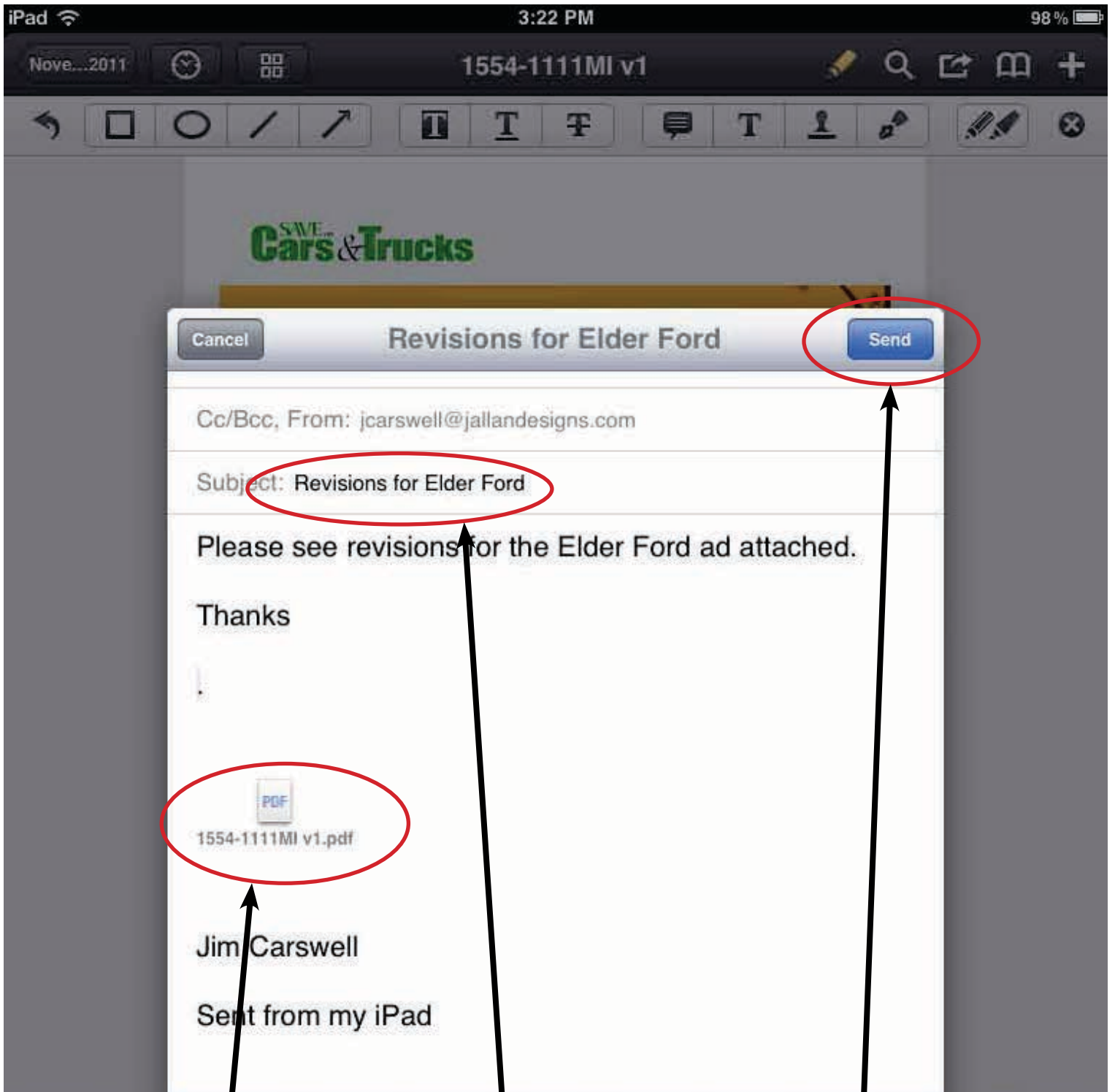
If you don't your notes WILL NOT BE ATTACHED.



DEMO SALE IN PROGRESS! BELOW EMPLOYEE PRICING TO ALL!

2011 GMC Terrain SLE MSRP: \$24,999 Employee Price: \$21,191 Savings: \$3,808	2011 GMC Acadia Denali MSRP: \$42,999 Employee Price: \$37,499 Savings: \$5,500	2011 Buick Lacrosse Leather MSRP: \$32,999 Employee Price: \$29,999 Savings: \$3,000	2011 GMC Terrain SLE MSRP: \$24,999 Employee Price: \$21,191 Savings: \$3,808	2011 Acura Integra MSRP: \$24,999 Employee Price: \$21,191 Savings: \$3,808
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FREE LOANERS

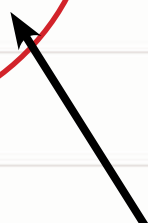
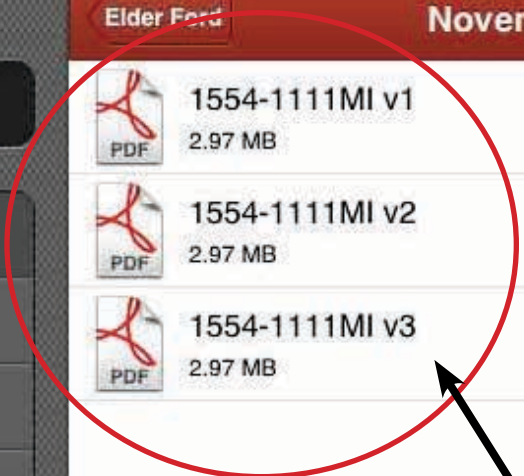


Your document will automatically be inserted into an email.

- 1) Select who you want to send it to.
- 2) Put the advertisers name in the subject line - **VERY IMPORTANT!!!**
- 3) Add any additional notes you may have in the email body.
- 4) **TAP SEND**

Elder Ford November 2011 Edit

	1554-1111MI v1 2.97 MB	3:20 PM
	1554-1111MI v2 2.97 MB	3:20 PM
	1554-1111MI v3 2.97 MB	3:20 PM



Example of how your folder structure should look with multiple ad revisions.