

## Full page instructions

The instruction page is a vital element in an interactive magazine. Use this as an opportunity to communicate to your readers that the publication/pages also contain digital content. The instructions will teach them how to use the app and what they can discover by scanning the pages of your publication.

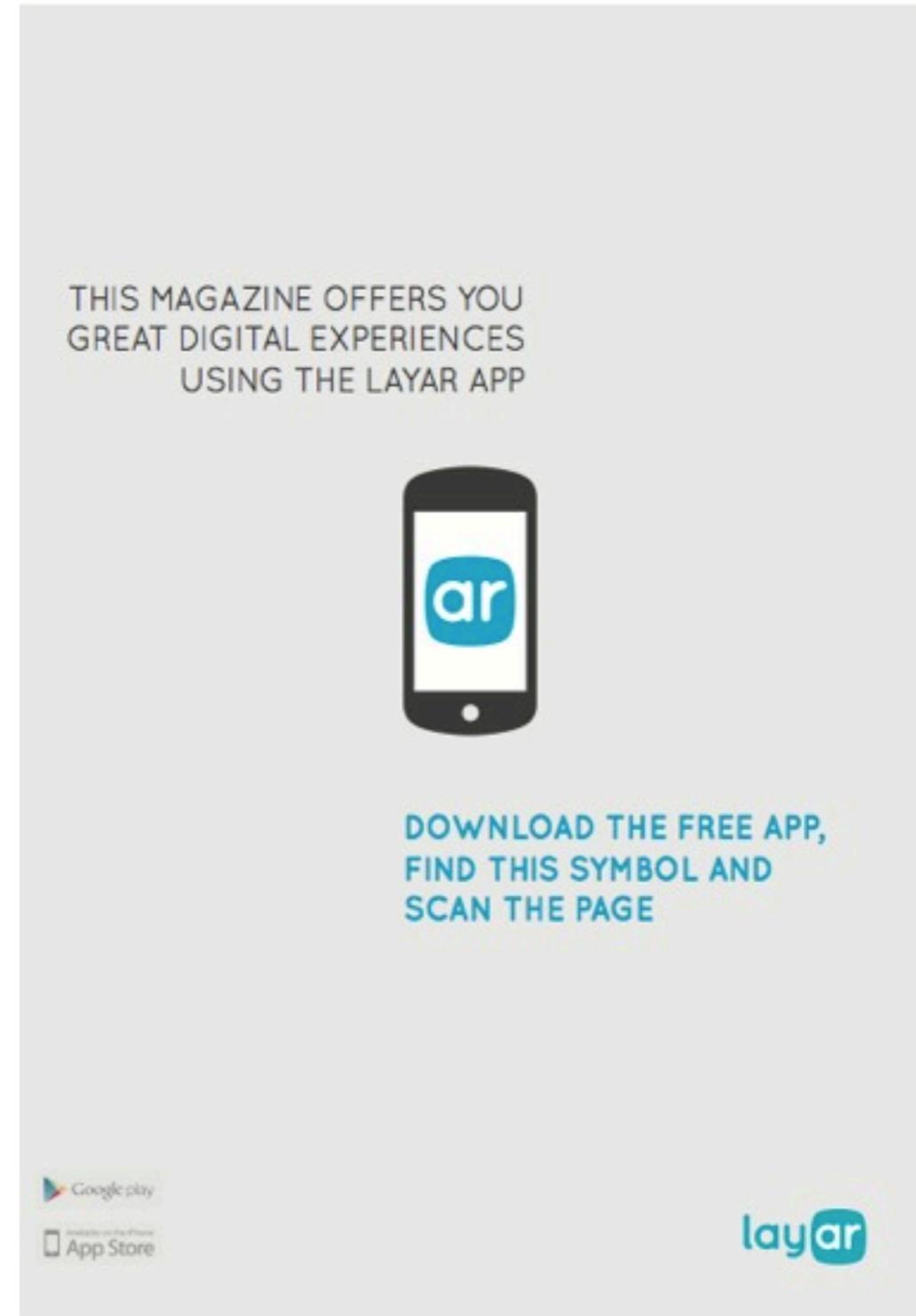
### Where to put it?

Give the instructions a prime spot in your publication, as close to the beginning of the magazine as possible. It is critical to make it appealing to readers and to attract their attention. You don't get a second chance to make a first impression.

The design shown on this page is an example of how you can create a good set of instructions. Try keeping a consistent design, as repeated use will ensure that readers remember your publication is augmented.

**- We strongly recommend adding a QR code to a full instruction page to allow readers to scan and download the app immediately.**

**The QR code can be found in our call-to-action package in different sizes, ready to be used in your interactive magazine -**



## Partial page instructions

If you don't have the opportunity to use the full page instructions you can use these partial page instructions to educate your readers. The three-step structure will help them quickly understand what the Layar app is, how to use it and what they can expect from it.

### How to use it?

Place these instructions on one of the first pages of your publication, featuring it prominently with enough space to make sure it catches the attention of your readers. This will also ensure they are prompted to look for your calls-to-action throughout the publication.

### Where to position it?

Similarly, place this set of instructions on one of the first pages of your publication. Make sure it stands out properly, so it does not blend in with the other page content.

The image shows a vertical strip of three partial page instructions for the Layar app, set against a grey background. The strip contains the Layar logo, a smartphone icon with 'ar', a book and phone icon with 'SCAN', and a book icon with a play button. Below the strip is a horizontal row of the same four elements: the Layar logo, the smartphone icon, the book and phone icon, and the book icon with a play button.

**layar**  
INTERACTIVE PRINT

  
Download the free  
Layar App

  
Scan this page

  
Discover  
interactive content

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## Call-to-actions

A generic call-to-action to inform users of the fact that the print content they are reading or seeing is augmented with Layar.

You can customize it with your own phrasing. Use a clear description, incorporating a verb that explains what action they need to undertake - e.g.: "Scan".

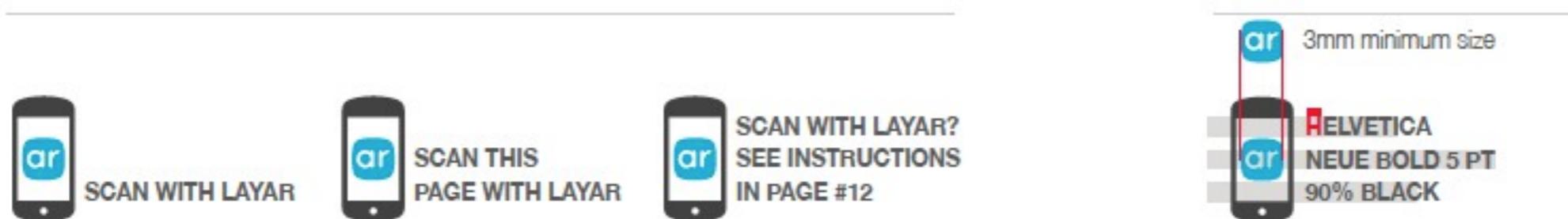


## How to use it?

Place these instructions on all the interactive pages of your publication, featuring it prominently with enough space to make sure it catches the attention of your readers. This will also ensure that they are prompted to look for your calls-to-action throughout the publication.

## Where to position it?

Similarly, place this set of instructions on one of the first pages of your publication. Make sure it stands out properly, so that it does not blend in with the other page content.



## How to place Call-to-actions in page corners

### What is it?

The corner call-to-action is a generic call-to-action positioned in the corner of a page. Based on user-testing and discussions with various publishers, we have concluded that placing a call-to-action in an exterior corner of a page is ideal for drawing the user's attention to it. Here are a few suggestions on how to align and place the text of the call-to-action. We also know that the more explicit you make the call-to-action on each page, the better it's used. If it's a video you can say "Scan with Layar to see a video" or if it's a link to an online-shop you can say "Scan with Layar to buy"

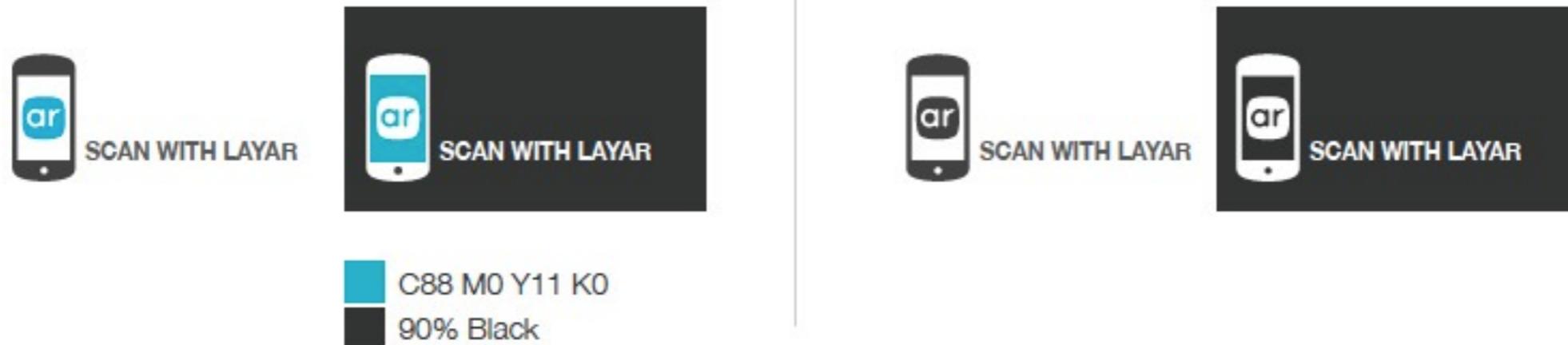


### How to use it?

For posters, labels or product packaging, you can place a corner call-to-action in any corner of your content. With bound formats (e.g.: magazines, brochures, etc.), avoid placing the call-to-action in an interior corner near binding or folding.

## Color and monochrome versions

As mentioned before, visibility is a crucial aspect of successful calls-to-action. To ensure high visibility against various backgrounds/designs, you can experiment with these color and monochromatic versions of the call-to-action. Be sure to pay attention to the size requirements

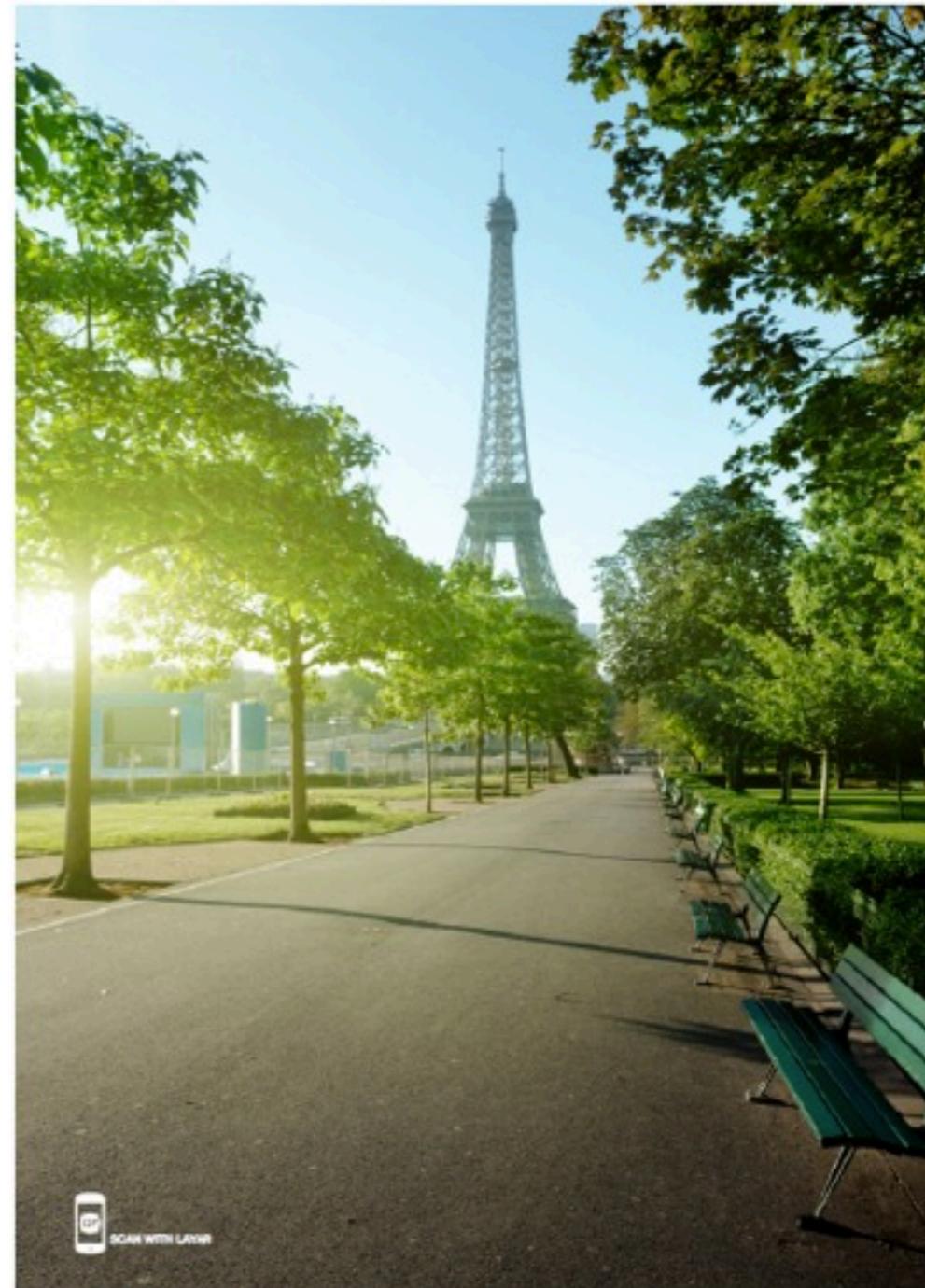


## Color and monochrome versions

Here are a few examples on the position and design of the call-to-action, encouraging readers to take action.



Place the call-to-action nearby an item you want to sell



Choose the cleanest corner possible to place your call-to-action

## Color and monochrome versions

Start or end a text paragraph with a call-to-action, signaling it has been augmented with Layar.



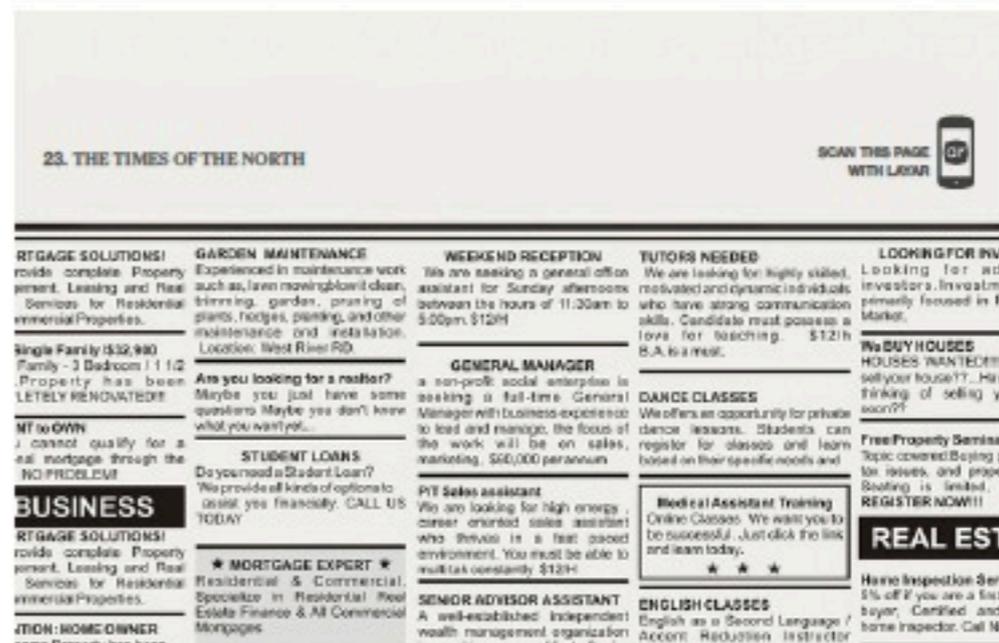
Use your call-to-actions inside pictures



Customize the text of the call-to-action to communicate what the user can expect if the scan the page



Start or end a text paragraph with the call-to-action



The call-to-action can be used as part of your permanent editorial elements such as headers

## Incorrect uses of the call-to-actions

Here are some examples of what you should not do with the call-to-action symbols.

