

[54] ADVERTISING BROCHURE CONTAINING
DIE CUT SHEETS

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[58] Field of Search 283/56, 63; 35/40,
35/35 E, 51-54

[56] References Cited

UNITED STATES PATENTS

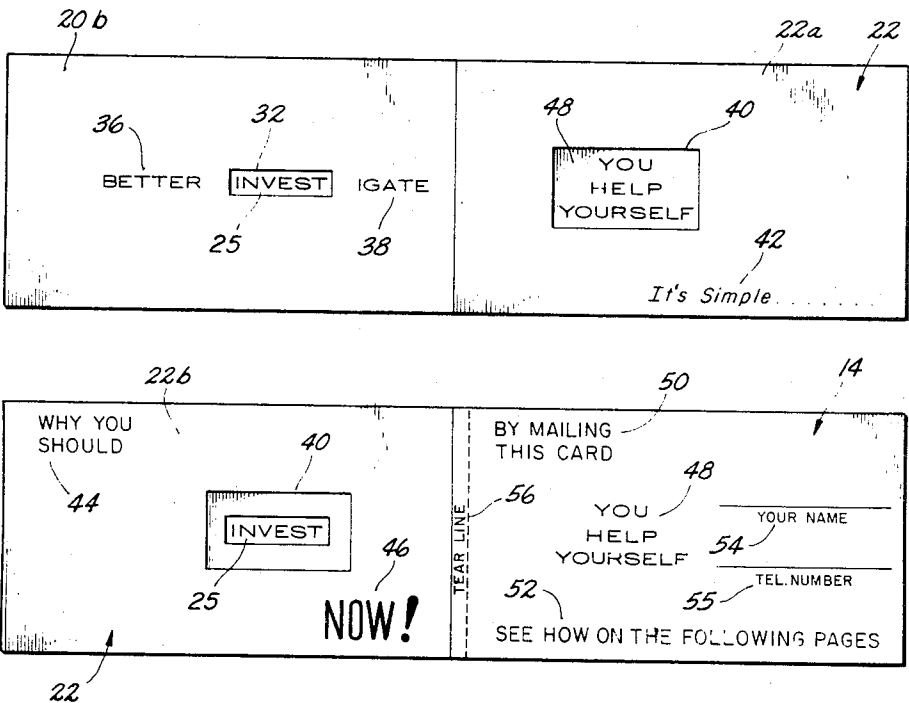
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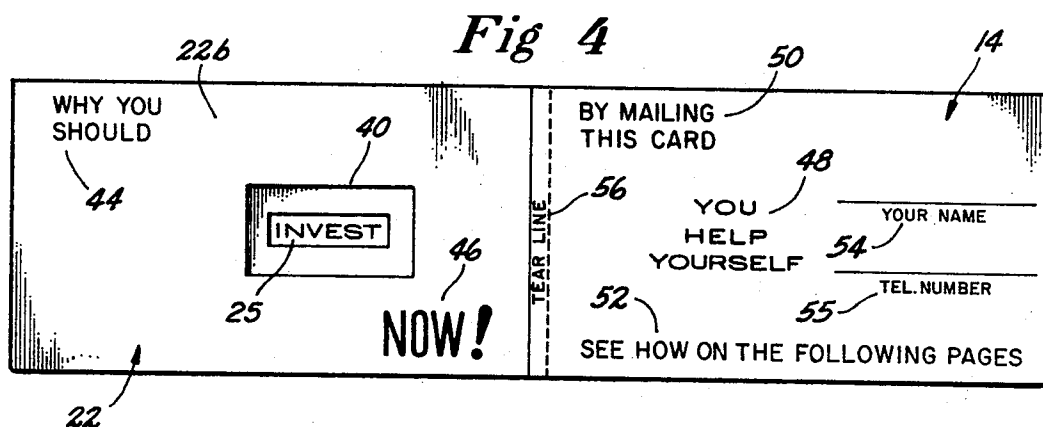
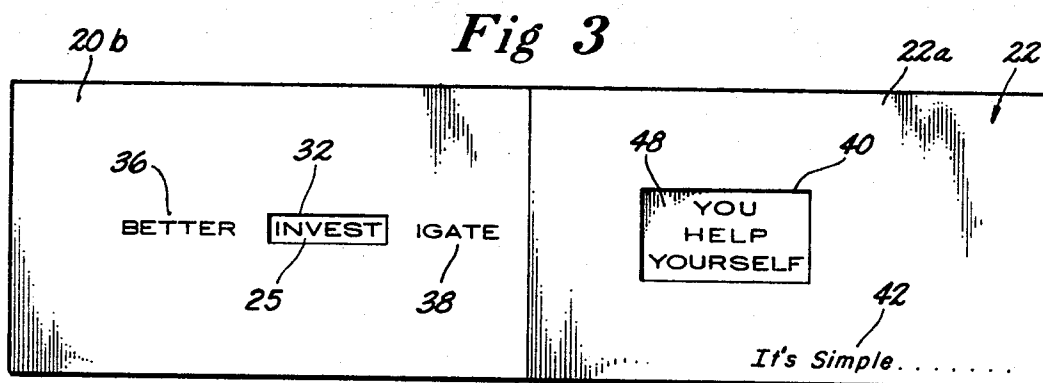
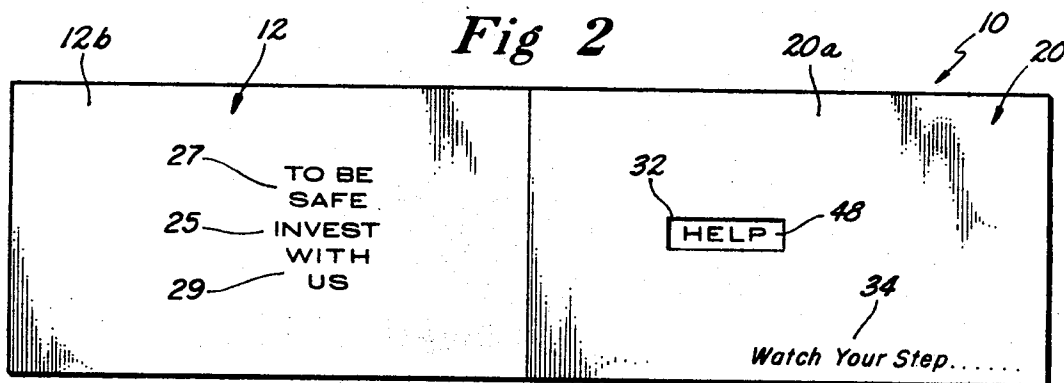
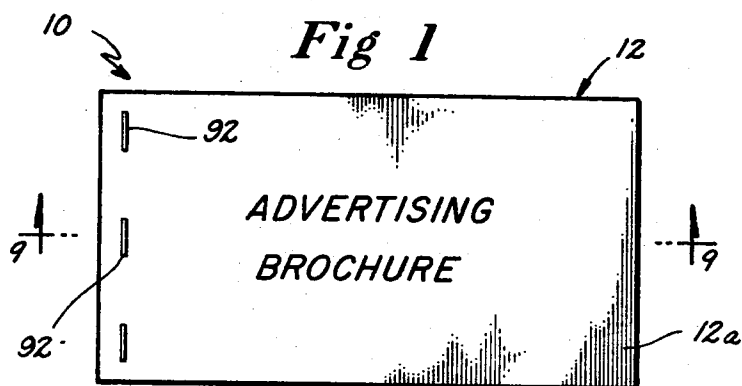
Primary Examiner—Lawrence Charles
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[57] ABSTRACT

The sheets constituting the front and back covers of the brochure have a tear-out sheet therebetween. A first plurality of additional sheets are disposed intermediate the brochure's front cover and the tear-out sheet, and a second plurality of intermediate sheets are located between the tear-out sheet and back cover. Die cut openings or windows of increasing size are formed in the first plurality of intermediate sheets, whereas die cut openings of the same size are provided in the second plurality of intermediate sheets. Primary and secondary information or message areas are provided on the various sheets, including the cover sheets, and these areas are oriented or juxtaposed with respect to the various openings so that the primary information, or a portion thereof, will be seen through the window openings in combination with different secondary information which becomes visible as the pages are turned. The particular information area (or areas) visible at any one time depends on whether the tear sheet is still in the brochure or not.

13 Claims, 11 Drawing Figures





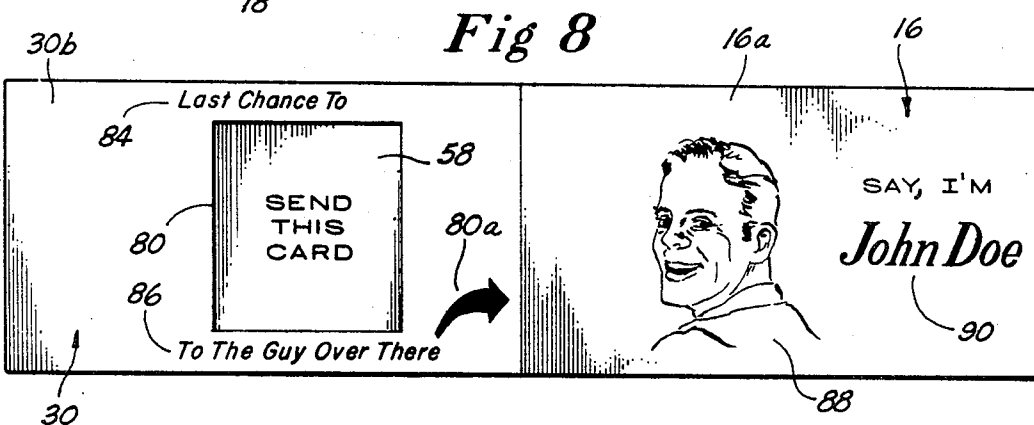
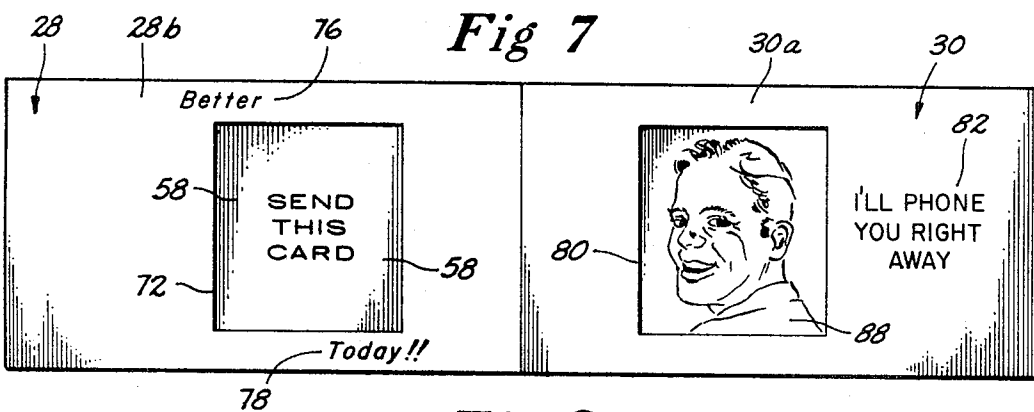
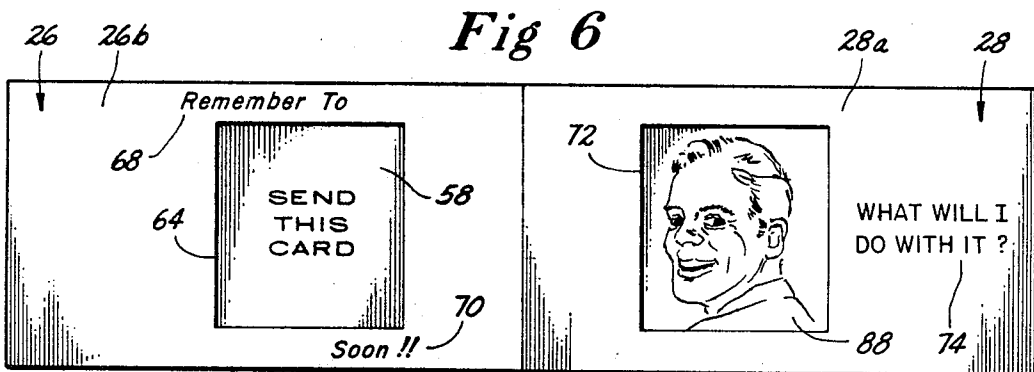
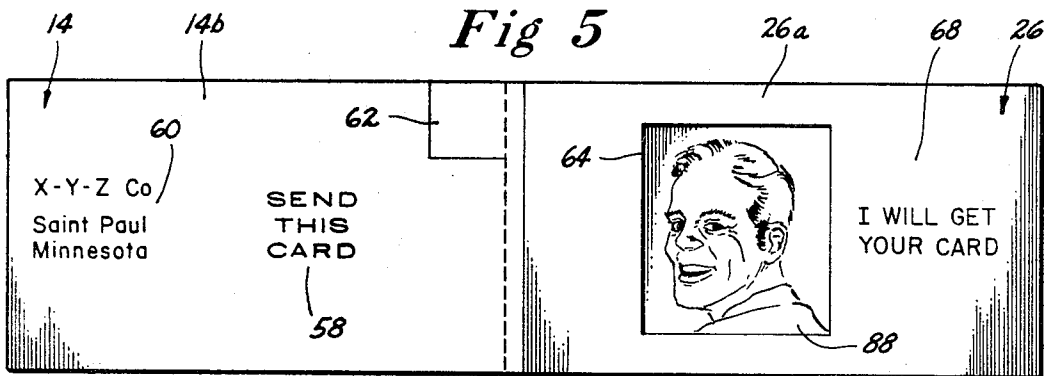


Fig 9

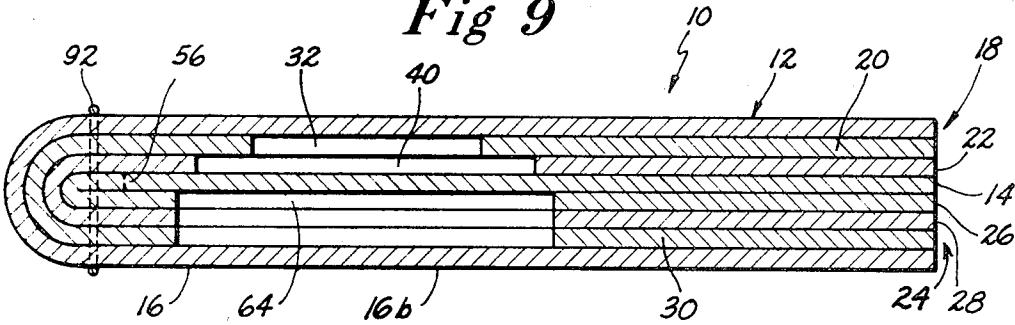


Fig 10

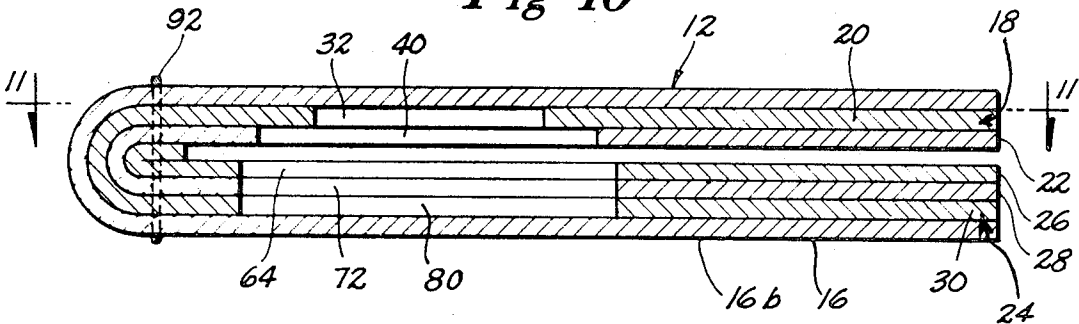
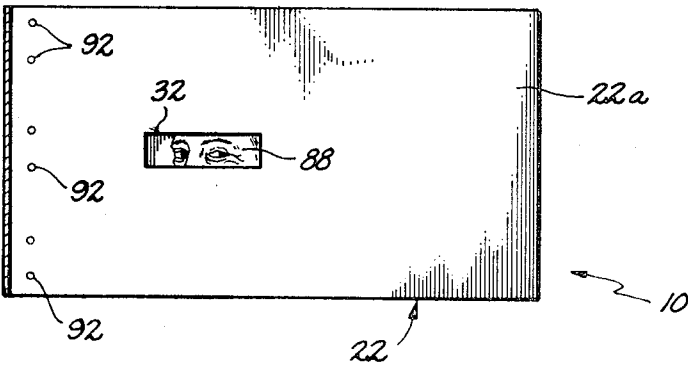


Fig 11



ADVERTISING BROCHURE CONTAINING DIE CUT SHEETS

BACKGROUND OF THE INVENTION

This invention relates generally to advertising book- 5
lets or brochures, and pertains more particularly to
such a brochure having sheets formed with die cut
openings or windows therein with certain primary in-
formation being continually or progressively visible
therethrough plus secondary information juxtaposed 10
with respect to the windows so as to be sequentially ex-
posed as the pages are turned.

SUMMARY OF THE INVENTION

One object of the invention is to provide an advertis- 15
ing or promotional brochure which will reveal special
information or message areas, certain of these areas
being exposed to view throughout the turning of the
pages of the brochure and other information areas
being successively exposed as the pages are turned.

Another object of the invention is to provide an ad- 20
vertising or promotional brochure that will present in-
formation in a manner such as to emphasize certain
messages, and yet present in an interesting manner a
complete sequential story of the overall advertising or
promotional material.

More specifically, an aim of the invention is to pro- 25
vide a brochure in which the front and back covers nor-
mally conceal from immediate view the die cut pages
inside. In this regard, the front and back covers can
carry information or messages that will initially intrigue
the reader, induce him to look within the brochure, and
then maintain his interest as he thumbs through the var-
ious pages.

Still another object is to provide an eye-catching ad- 35
vertising or promotional brochure that can be inexpen-
sively prepared.

Still another object of the invention is to provide a 40
brochure where various formats are possible, the for-
mat lending itself readily to virtually any size and differ-
ent configurations.

Another object is to provide a brochure in which the
inside pages can be almost unlimited in number.

A further object is to provide a brochure in which a
photograph may constitute one information area and
which will be exposed to view throughout the major
portion of the page turning procedure and which will
postpone the complete identification of the person
shown in the photograph until the advertising message
has been completely presented in the proper sequential 45
steps. In this regard, an aim of the invention is to pro-
vide the effect of personalizing each page in the bro-
chure by reason of the photograph, or a segment
thereof, and at the same time serially presenting infor-
mation that will hold, or increase, the interest of the
reader until he gets to the particular page having the
photograph thereon.

Also, an object is to provide information or messages 50
on the inside of the front and back covers which infor-
mation will be continually exposed to the reader as he
turns the various pages. More specifically, one set of
die openings can be in registry with at least portions of
an information area (or areas) contained on the inside
of the front cover and a second series of die cut open-
ings in registry with the particular information area or
areas contained on the inside of the back cover. To
provide greater versatility in the presenting of the ad-

vertising story, a tear-out sheet is located between one
group of sheets and a second group of sheets, thereby
dividing the brochure into two sections so that first and
second specific messages can be presented as the first
pages are being turned, and third and fourth specific
messages as the second group of pages are turned.
When the detachable or tear sheet is removed, then the
first and fourth messages, assuming these information
areas are on the opposite sides or pages of the tear
sheet, are retained in the brochure and will be ob-
served, when the pages are subsequently turned.

A specific object is to provide a variation in the
amount of pictorial information that is revealed at any
one time. For example, only the eye of a person may be
featured on the photograph during the initial use of the
brochure, yet ultimately, as the pages are turned, the
entire photograph will be exposed to view.

Still further, an aim of the invention is to provide a
brochure that is susceptible to wide variation as far as
the printed, pictorial or other visual information is con-
cerned, and also in the combination of information fea-
tures continuously seen through the die cut openings
and the page surfaces.

Briefly, my invention comprises front and back cover 25
sheets and a third sheet of the tear-out type contained
therebetween. Intermediate the cover sheet and the
third sheet is a first plurality of intermediate sheets hav-
ing various die cut openings therein so as to expose cer-
tain primary and secondary information areas as the
pages are turned. Somewhat similarly, a second set of
intermediate sheets is interposed between the third
sheet and the rear cover sheet so as to expose still dif-
ferent information areas to view as these additional in-
termediate sheets are turned. When the third sheet is
detached, then certain remaining information areas are
preserved and will be exposed to view during subse-
quent use of the brochure.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a front elevational view of a brochure, when
closed, exemplifying the teachings of my invention;

FIGS. 2-8 depict sequential or progressive relation-
ships of the various sheets as the pages are successively
turned, certain information being made visible during
the process;

FIG. 9 is a sectional view taken in the direction of
line 9-9 of FIG. 1, the view being substantially twice
the scale of FIG. 1 in order to illustrate to better advan-
tage the various sheets making up the exemplary bro-
chure;

FIG. 10 is a view similar to FIG. 9 but with the tear
sheet having been removed, and

FIG. 11 is a sectional view taken in the direction of
line 11-11 showing what the viewer sees when he
opens the cover sheet after the tear sheet has been re-
moved.

DESCRIPTION OF THE PREFERRED EMBODIMENT

Referring now in detail to the drawings, a brochure
or booklet exemplifying my invention has been denoted
in its entirety by the reference numeral 10. The bro-
chure 10 includes a front cover sheet 12, a removable
tear sheet 14, and a back cover sheet 16. What will be
termed a first plurality or group of intermediate sheets
has been collectively given the reference numeral 18
and includes, for the sake of simplicity, only two sheets

labeled 20 and 22. A second plurality or group of intermediate sheets has been given the reference numeral 24 and illustratively includes sheets 26, 28 and 30, here again only a few having been selected to exemplify what can be done.

From FIG. 1, it will be discerned that the cover sheet 12 has a front page or outer side 12a which may or may not have any identifying indicia thereon. In the present instance, it has merely been given the identifying indicia "ADVERTISING BROCHURE". As can be seen in FIG. 2, the inside face or page labeled 12b becomes visible when the cover 12 has been opened. From FIG. 2, it will be observed that the page 12b contains a primary information or message area 25 reading "INVEST" flanked by two secondary information areas 27 and 29 reading "TO BE SAFE" and "WITH US", respectively. The information areas 27 and 29 are juxtaposed in close proximity with the primary information area 25; the reason for this will become more apparent as the description progresses.

The opening of the cover 12 also exposes to view page 20a of the first sheet 20 belonging to the first plurality of intermediate sheets 18. It will be noted that the sheet 20 has a relatively small window in the form of a die cut opening 32 provided therein. Unlike the page 12b, the page 20a now being described contains no primary information area, but does have a secondary information area 34 "WATCH YOUR STEP . . ." imprinted thereon.

When the sheet 20, that is its page 20a, is turned, this being the position thereof pictured in FIG. 3, then the reverse side or page 20b is exposed. From FIG. 3, it can be learned that the page 20b has secondary information areas 36 and 38 thereon containing the partial messages "BETTER" and "IGATE". There is no primary information area, for the window or opening 32 exposes to view the primary information area 25 contained on page 12b of the cover sheet 12.

In FIG. 3, it will be perceived that the sheet 22 is revealed, more specifically its side or page 22a. This sheet 22 is formed with a larger window or opening 40 than is provided in the sheet 20 having the window or opening 32. Here again, page 22a has no primary information area, but it does provide a secondary information area 42 containing the words "IT'S SIMPLE . . .".

Turning the sheet 22 from the position in which it appears in FIG. 3 to that in which it appears in FIG. 4 brings into view the reverse side thereof, this being page 22b. More specifically, page 22b has secondary information areas 44 and 46 thereon, these last-mentioned information areas being juxtaposed with reference to the window or opening 40 and reading "WHY YOU SHOULD" and "NOW!", respectively. There is no primary information area on page 22b, for the previously mentioned primary information area 25 continues to be exposed inasmuch as the window or opening 40 is larger than the window or opening 32.

FIG. 4 for the first time reveals the presence of the tear-out sheet 14 having thereon "YOU HELP YOURSELF" constituting a primary area 48 and secondary areas 50 and 52 involving the phrases "BY MAILING THIS CARD" and "SEE HOW ON FOLLOWING PAGES", respectively. It will be appreciated that a portion of the primary area 48 reading "HELP" has been continually exposed to view since the front cover 12 was opened. The window or opening 32 in the sheet 20

is of such a size so as to frame the central portion of the primary information area 48. The increased size of the window or opening 40 in the sheet 22 exposes the complete message or information area 48. Also contained on the sheet 14, more specifically its page 14a, is an area labeled 54 which simply calls for the name of the possible respondent whereas an area just below identified by the numeral 55 calls for his telephone number. The sheet 14 is rendered removable or detachable by a perforated or weakened tear line 56.

FIG. 5 shows the reverse side or page 14b of the sheet 14, the page 14b having thereon a primary information area 58 in the form of the message "SEND THIS CARD" plus a secondary area 60 signifying the address to which the sheet or card 14 is to be sent when mailed. A stamp area 62 is also provided.

The turning of the tear-out sheet 14 to the position shown in FIG. 5 exposes the first sheet 26 belonging to the plurality or group of intermediate sheets 24. The sheet 26 is formed with a window or opening 64, which may be larger or smaller than the previously mentioned openings 32 and 40; for the sake of description, it will be considered to be of larger dimensions than the earlier-referred to openings 32, 40. Although no primary information area is presented on page 26a, nonetheless it will be noted that a secondary area 66 "I WILL GET YOUR CARD" appears on this particular page.

When the sheet 26 is turned into the position denoted in FIG. 6, then page 26b thereof becomes visible along with its secondary areas 68 and 70, these areas 68 and 70 being in juxtaposition with respect to the window or opening 64 and reading "REMEMBER TO" and "SOON", respectively. Owing to the size of the opening 64, the primary information area 58 on page 14b remains in view.

Attention is now directed to the right side of FIG. 6 where page 28a of sheet 28 becomes visible. The sheet 28 has a window or opening 72 therein and also contains a secondary information area "WHAT WILL I DO WITH it?" assigned the reference numeral 74.

The next position is shown in FIG. 7 which illustrates page 28b or the reverse side of the sheet 28. Two secondary information areas 76 "BETTER" and 78 "SOON" are automatically exposed to view when the sheet 28 is turned from the position in which it is depicted in FIG. 6 to that of FIG. 7. Due to the presence of the window or opening 72, which is the same size as the opening 64, the primary information area 58 continues to remain exposed to view.

The right side of FIG. 7 allows the viewer to see page 30a of sheet 30. The sheet 30 is formed with a window or opening 80 also of the same dimensions as the earlier-mentioned openings 64 and 72. Additionally page 30a has a secondary area 82 thereon promising "I'LL PHONE YOU RIGHT AWAY".

When page 30a is turned from the position in which it is shown in FIG. 7 to that illustrated in FIG. 8, then the reverse side or page 30b of sheet 30 can be seen. Two secondary areas 84 and 86 are rendered visible, these being respectively "LAST CHANCE TO" and "TO THE GUY OVER THERE" plus the curved arrow 86a. However, the primary area 58 contained on the tear-out sheet 58 still remains visible to the viewer inasmuch as the windows or openings 64, 72 and 80 are in direct alignment or registry with each other.

Concomitantly with the exposure of page 30b is page 16a belonging to the back rear cover 16. At this time,

the presence of a primary information area 88, a photograph, will be mentioned, although this information area 88 has really been exposed to view throughout the sequential sheet turning procedure involved in FIGS. 5 through 7. However, it is the turning of the sheet 30 from the position illustrated in FIG. 7 to the position depicted in FIG. 8 that reveals a secondary area identified by the reference numeral 90, which simply identifies the person shown at 88, area 90 being "SAY, I'M JOHN DOE". The back page of sheet 16 has been given the reference numeral 16b, appearing only in FIGS. 9 and 10; page 16b may or may not have any information areas imprinted thereon and in any event would not be viewable through any of the windows or openings herein described.

The various sheets 12, 14, 16, 20, 22, 26, 28 and 30 may be hingedly connected in any desired manner. Typically, staples 92 are utilized for this purpose, and these staples 92 have been shown in FIGS. 1 and 9-11. To facilitate the stapling operation, the front cover sheet 12 and the rear or back cover sheet 16 are integral with each other, and the remaining sheets are integrally paired in the same fashion so as to make the stapling procedure easier. This feature, although not important to a practicing of the invention, is believed to be apparent as exaggeratedly shown in FIGS. 9 and 10.

It is important to appreciate that FIG. 10 differs from FIG. 9 in that the tear sheet 14 has been removed. This allows the viewer to see a portion of the primary information area 88 on the page 16a when the cover sheet 12 is opened into the position illustrated in FIG. 2. Stated somewhat differently, the primary information area 48, owing to the fact that it is imprinted on the sheet 14, is no longer incorporated into the brochure and the viewer looks completely through all of the windows 32, 40, 64, 72 and 80 to see a portion of the primary area 88. Thus, after removal of the sheet 14, then a more abbreviated total message or story is presented to the reader from that which is originally afforded when the sheet 14 is in the brochure 10. Hence, subsequent thumbing or turning of the various sheets 20, 22, 26, 28 and 30 will give a somewhat modified presentation of the overall advertising story. Accordingly, it is believed manifest that my brochure carries with it a considerable amount of originality and versatility which will enhance the selling of items or services to be promoted.

I claim:

1. An advertising brochure comprising first and second sheets hingedly connected at one edge and having different aligned primary information areas on their inner or opposed pages, a plurality of sheets intermediate said first and second sheets hingedly connected at one edge to the said one edges of said first and second sheets, each of said intermediate sheets containing a secondary information area on at least one page or side thereof, said secondary information areas differing from each other and also from said primary information areas, said plurality of sheets having openings therein with at least portions thereof being in registry with portions of both of said primary information areas and with at least certain of said secondary information areas being out of registry with at least certain of said openings, whereby portions of said primary information areas are continually visible through said openings and whereby at least some of said secondary informa-

tion areas become individually visible as said plurality of sheets are turned about their said one edges.

2. An advertising brochure as defined in claim 1 in which said openings are the same size.

3. An advertising brochure as defined in claim 1 in which said openings are progressively larger in size.

4. An advertising brochure comprising first and second sheets hingedly connected at one edge and having aligned primary information areas on their inner or opposed pages, a plurality of sheets intermediate said first and second sheets hingedly connected at one edge to the said one edges of said first and second sheets, said plurality of sheets having openings therein with at least portions thereof in registry with portions of both of said primary information areas, a third sheet hingedly connected at one edge to said first and second sheets, said second sheet being between said first and third sheets, said third sheet having a primary information area on the page or side thereof facing said second sheet and being in alignment with the primary information areas on said first and second sheets, and a second plurality of sheets hingedly connected at one edge to the one edge of said first, second and third sheets, said second plurality of sheets being intermediate said second and third sheets and having openings therein with portions thereof in registry with a portion of the primary information on said third sheet.

5. An advertising brochure as defined in claim 4 in which each opening in said first plurality of intermediate sheets is progressively larger.

6. An advertising brochure as defined in claim 5 in which each opening in said second plurality of intermediate sheets is of the same size.

7. An advertising brochure as defined in claim 6 in which said second sheet has a primary information area on the page or side thereof facing said third sheet which is in registry with the primary information area on said third sheet, a portion of each opening in said second plurality of sheets additionally being in registry with a portion of said last-mentioned primary area.

8. An advertising brochure as defined in claim 7 in which said second sheet is removable, whereby portions of the openings in said first and second plurality of sheets are then in registry with portions of the information areas on said first and third sheets.

9. An advertising brochure as defined in claim 8 in which said second plurality of sheets have secondary information areas on at least one page or side thereof.

10. An advertising brochure comprising first and second sheets hingedly connected at one edge having aligned primary information areas on their inner or opposed pages which primary information areas differ from each other as to their advertising content, a plurality of sheets intermediate said first and second sheets hingedly connected at one edge to the said one edges of said first and second sheets, said intermediate sheets containing secondary information areas on each side thereof and having openings of progressively larger size therein with at least portions of said openings being in registry with portions of both of said primary information areas, the intermediate sheet having the smallest opening therein residing nearest said first sheet, and having its secondary area on the back side thereof facing away from said first sheet juxtaposed with respect to said smallest opening so that when this intermediate sheet is turned so as to overlie said first sheet, then said smallest opening reveals at least a portion of said pri-

mary area on said first sheet and the said secondary information area on the back side of said intermediate sheet with the smallest opening therein is then viewed in association with the exposed portion of the primary information area on said first sheet, said secondary information area on the back side of the sheet containing the smallest opening being juxtaposed so that when the next intermediate sheet overlies the first intermediate sheet said secondary information area is covered, the opening in said next intermediate sheet being of a size to expose a greater portion of the primary area on said second sheet.

11. An advertising brochure as defined in claim 10 in which said second sheet is removable.

12. An advertising brochure as defined in claim 11 including a third sheet hingedly connected at one edge to said first and second sheets having a primary information area thereon with at least a portion thereof in registry with the openings in said intermediate sheets so

that when said second sheet is removed, the portion of said primary area on said third sheet is visible through said openings in said intermediate sheets.

13. An advertising brochure as defined in claim 12 including a second plurality of intermediate sheets located between said second and third sheets, each of said second plurality of sheets having aligned openings of the same size therein so that when said second sheet has been removed, the same portion of the primary area on said third sheet is exposed to view through the openings of said second plurality of sheets, the openings in said second intermediate sheets being at least as large as the smallest opening in said first intermediate sheets, whereby said second intermediate sheets do not cover any portion of the primary area on said first sheet which is exposed to view through said smallest opening when said second sheet has been removed.

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