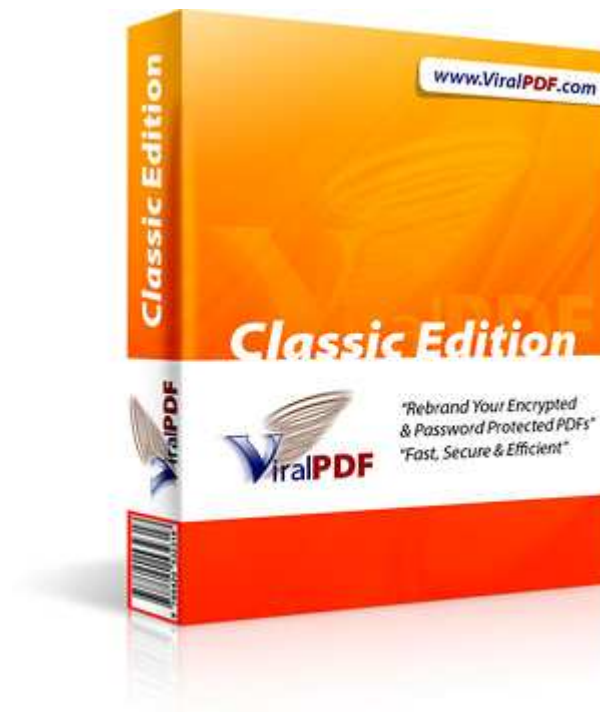


# ViralPDF™ :: Classic Edition

User Manual v3.0



**“The Standard in PDF Rebranding”**

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## Rebranding Your PDF

### PDFbrand.exe



- Double-click PDFBrand.exe to start the program.
- Drag 'n' Drop the signed PDF file into the program's main window. Alternatively you can use the "File >> Open..." command (or the icon from the menu bar) and browse to your PDF. Once the brander has successfully processed and opened the file, you'll see a list of all the rebrandable fields in your document earlier.
- Simply fill in the appropriate Ids and information into the field next to each tag.
- As long as you didn't save the document, you can choose to correct any data you entered by simply clicking into the field you want to change and entering a new value for it, overwriting the existing data.
- Once you're done, hit the "Brand!" button. The Brander will automatically ask you to save a copy of the file under the name "yourfile\_branded.pdf" in the same location as "yourfile\_signed.pdf". If you want to save the branded

document under a different filename or in a different location, just click “Cancel” and enter a new name for it and/or save it in a different directory.

- After saving the branded file, open it (“yourfile\_branded.pdf”) using the free Acrobat Reader. Click on the links and see if they work as they should. If you added brandable text to the PDF, check if it got branded correctly, too.

Once you’ve made sure everything was rebranded properly, you can distribute “yourfile\_signed.pdf”. Don’t forget to give your affiliates the unbranded PDF and PDFBrand.exe application so they can also Rebrand the PDF!

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## Glossary

*Reference source: [Wikipedia.org](http://Wikipedia.org)*

**PDF:**

Portable Document Format (PDF) is a file format proprietary to Adobe Systems for representing two-dimensional documents in a device independent and resolution independent fixed-layout document format. Each PDF file encapsulates a complete description of a 2D document (and, with the advent of Acrobat 3D, embedded 3D documents) that includes the text, fonts, images, and 2D vector graphics that compose the document.

**PDF Security:**

PDFs may be encrypted so that a password is needed to view or edit the contents. The PDF Reference defines both 40-bit and 128-bit encryption, both making use of a complex system of RC4 and MD5. The PDF Reference also defines ways in which third parties can define their own encryption systems for use in PDF.

**Rebranding:**

Rebranding is the process by which a product or service developed with one brand or company or product line affiliation is marketed or distributed with a different identity. This involves radical changes to the brand's logo, brand name, image, marketing strategy, and advertising themes. It usually results in the repositioning of the brand / company. It may just involve merely superficial changes. Rebranding can be applied to either new products, mature products, or even unfinished products.

**Hyperlink:**

A hyperlink (often referred to as simply a link), is a reference or navigation element in a document to another section of the same document, another document, or a specified section of another document, that automatically brings the referred information to the user when the navigation element is selected by the user.

**URL:**

A Uniform Resource Locator (URL) is a technical, Web-related term used in two distinct meanings:  
in popular usage, it is a widespread synonym for Uniform Resource Identifier (URI)—many popular and technical texts will use the term "URL" when referring to URI;  
in strict technical usage, it is a subset of URI specific to identifiers who are primarily locators.