

2010 Campaign Materials - Printer Specifications

Councils whose applications for minigrants are approved may order their campaign materials directly from Prevent Child Abuse Nebraska. These materials may be obtained with or without imprints for localized information. Please consult the 2010 Rethink Your Reaction Campaign Order Form available at the campaign website.

In some cases, councils or other participating organizations may wish to produce their own campaign materials using commercial print services in their communities. The following specifications will assist your local printer with the production of campaign materials.

Contact Kelley Peterson at kpeterson@NebraskaChildren.org if you require additional assistance.

Campaign Brochure

Dimensions: 8.5 x 11

Color: 4-Color Process, 4/4 (double sided)

Paper: 80# Gloss Text Stock

Finishing: 3 panel fold

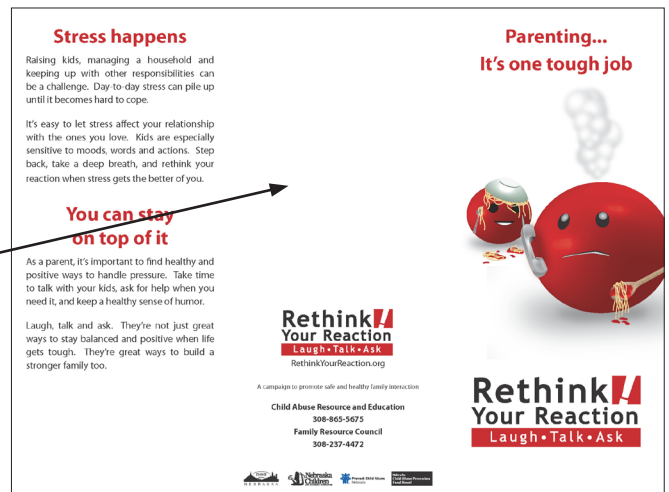
Bleeds: 1/4 in.

Localizing the Brochure

Blank space measuring approximately 3 1/3 x 4" has been left on the center panel of the brochure exterior for localization. Information, contacts or other resources specific to your community may be may be printed on self-adhesive stickers (such as Avery 8254 or 8164) and placed in this space, or imprinted directly onto the paper by a commercial printer if desired.

We recommend using either 12-point Arial or Myriad Pro typeface for imprinted information. Imprints should not exceed 18 lines of text.

Note: To ensure the quality of your printed pieces, ask your commercial printing service to provide proof copies for your approval.



Brochure Exterior



Brochure Interior

Campaign Posters

Dimensions: 13x19"

Color: 4-Color Process, 4/0 (single sided)

Paper: 80# Gloss Text Stock

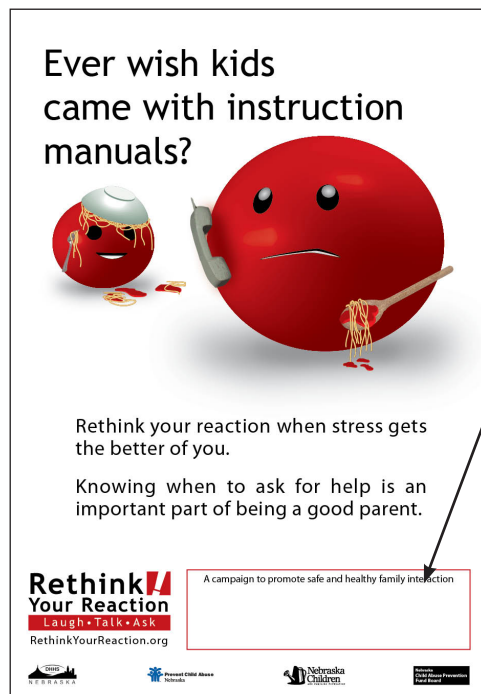
Rigid, freestanding campaign posters can be produced by asking your local printing service to mount the artwork on a foam core panel. Imprint area measures approximately 7.5 x 2."

Use of 14-point Arial or Myriad Pro typeface is recommended for imprint areas. Imprints should generally not exceed 5 lines.

Note: To ensure the quality of your printed pieces, ask your commercial printing service to provide a print or electronic proof copy for your approval.



Sample imprint area for localization (7.5 x 2")



Activity Cube/Resource Card

Dimensions: 8.5" x 11"

Color: 1-color Black, 1/0 (single sided)

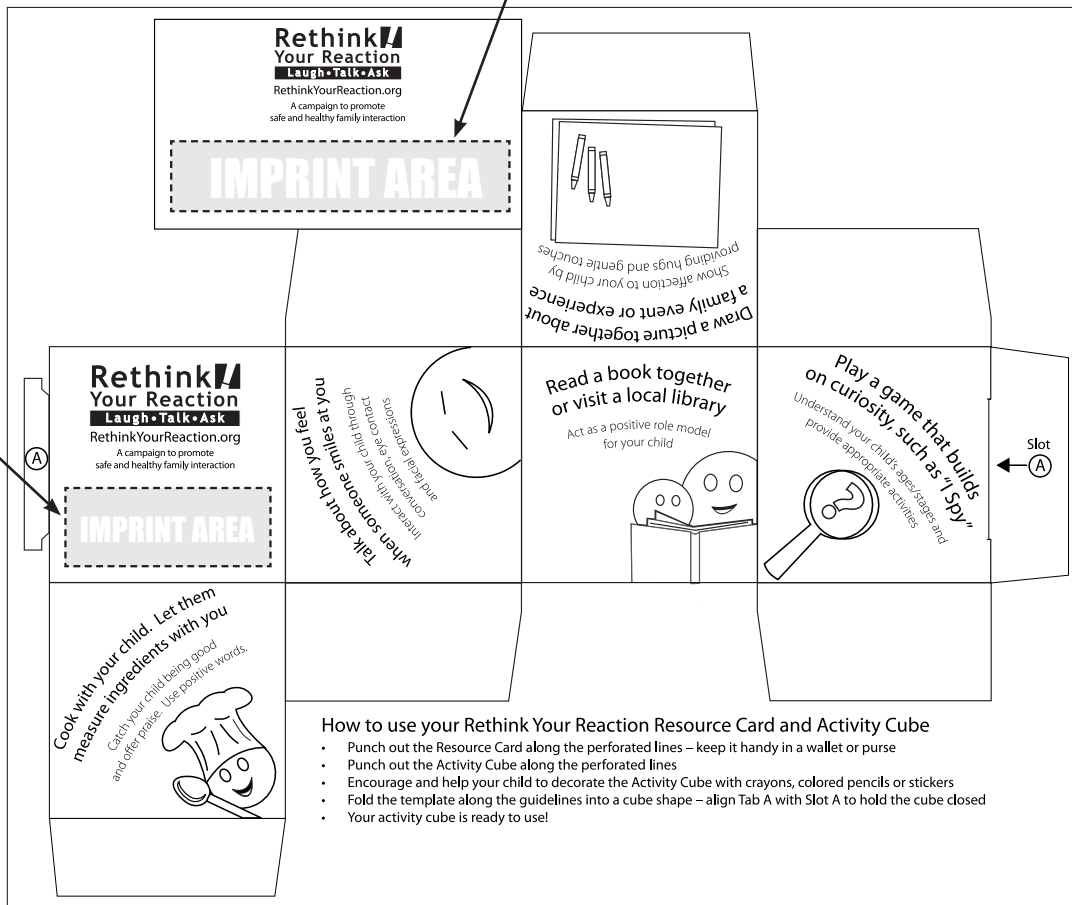
Paper: 60# Cardstock

We recommend using either 10-point Arial or Myriad Pro typeface for imprinted information. Imprints should not exceed 5 lines of text.

Note: To ensure the quality of your printed pieces, ask your commercial printing service to provide proof copies for your approval.

Sample imprint area for localization (2 3/4" x 3/4")

Sample imprint area for localization (1 7/8" x 5/8")



Campaign Banner

Dimensions: 3x6'

Color: 4-Color Process, 4/0 (single sided)

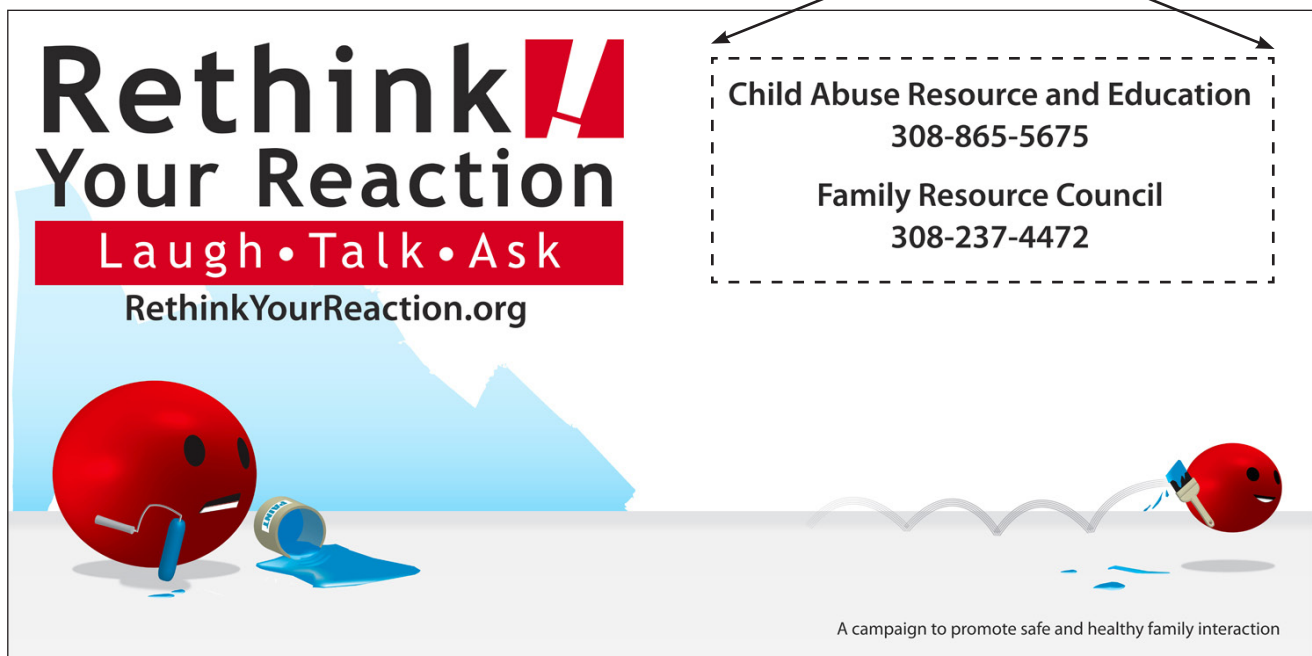
Surface: Vinyl

Table-length vinyl banner with metal grommets for hanging.

Imprint Area measures approximately 31x12." Use of 132-point Arial or Myriad Pro typeface is recommended for imprinted information. Imprints should generally not exceed 5 lines.

Note: To ensure the quality of your printed pieces, ask your commercial printing service to provide a print or electronic proof copy for your approval.

Sample imprint area for localization (31 x 12")



Campaign Magnet and Sticker

Dimensions: 3" Diameter

Color: 2-color Black and pantone DS 73-1 C

Surface: Magnet or sticker backing



Campaign Stress Ball

Dimensions: 2.5" Diameter

Color: 1-color Black imprint

Surface: Smiley face red squeezable foam ball



Logo area (1 1/4" x 7/8")



Newspaper Ads

Dimensions: 1x4, 2x2, 2x4*

Note: dimensions reflect American Press Association standards for advertisement space. 1 column inch wide = @ 1-13/16"

Color: Grayscale

Campaign newspaper ads are available for download directly from the campaign website. Both imprintable and non-imprintable versions are available for certain designs. Use of 10 or 11-point Arial or Myriad Pro typeface is recommended.

Parenting . . . It's one tough job.
But it's one of the most rewarding.



Rethink
Your Reaction
Laugh • Talk • Ask

RethinkYourReaction.org

A campaign to promote safe and healthy family interaction from the Nebraska Child Abuse Prevention Partnership


1x4 Advertisement
Imprint option not available for this design

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IMPRINT AREA



A campaign to promote safe and healthy family interaction from the Nebraska Child Abuse Prevention Partnership

2x4 Advertisement
3-line imprint area shown

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IMPRINT AREA



A campaign to promote safe and healthy family interaction from the Nebraska Child Abuse Prevention Partnership

2x2 Advertisement
1-line imprint area shown