

Rethink Your Reaction

Laugh • Talk • Ask

RethinkYourReaction.org

2013 Campaign Materials - Production Specifications

Councils and other participating organizations may use the following specifications to produce their own campaign materials. For more information, contact Kelly Medwick at kmedwick@nebraskachildren.org.

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

Placemat/Tray Cover

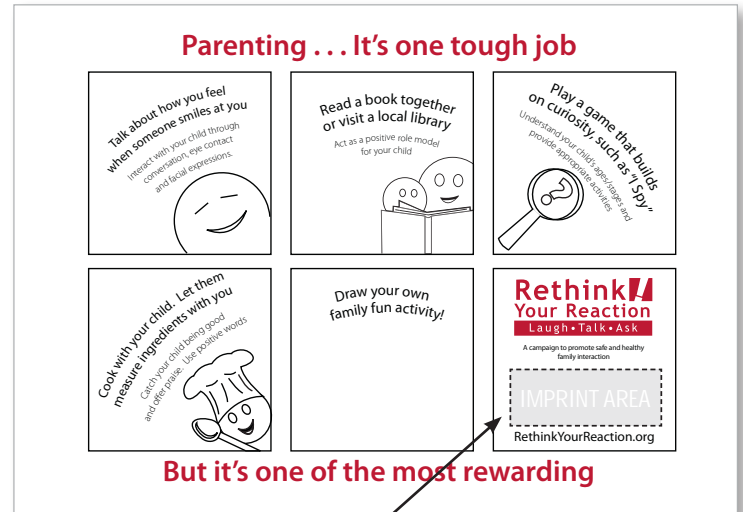
Dimensions: 10" x 14"

Color: 2-Color, Black and pantone DS 95-1 U, 2/0 (single sided)

Paper: 70# Text Stock (non-gloss, to allow for coloring/writing on surface)

We recommend using either 12-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.



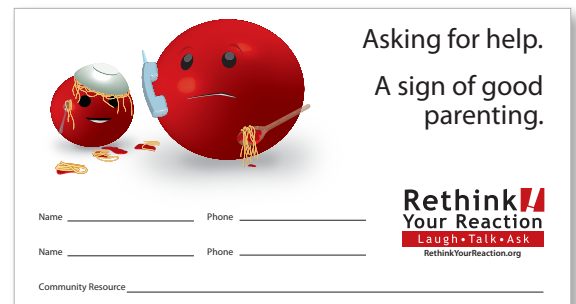
Sample imprint area for localization (1 3/4" x 1")

Resource Magnet

Dimensions: 4" x 7"

Color: 4-color Process, 4/0

Surface: Front should be writeable surface; magnet backing

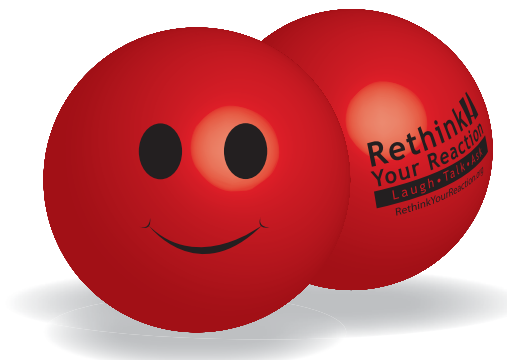


Campaign Stress Ball

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.



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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