

Communication Campaign Materials: Printing & Downloading

FY27 Communication Campaign materials are located within the new [Prevention First digital toolkit](#). On this web page, you will find downloadable ZIP files for each material type, which give you direct access to the available versions. While some materials are only available as digital files, others are also available for off-site and in-house printing. If a document is double-sided, both sides must be printed or distributed digitally.

Below, you can find more information on the different file types. If you have any questions regarding printing or materials, please contact lauren.bozarth@prevention.org.

File Naming

This year, files are labeled by keyword. Each of the eight posters ends with a keyword reflecting its topic, and related materials (bookmarks, info cards, newsletters, etc.) built from that poster share the same keyword. Matching keywords across materials makes it easy to pair posters with supplemental pieces on the same topic.

Adding Local Information (Logo/QR Code)

Adobe Acrobat: Have a .png file with a transparent background of your local information (Logo/QR code) ready to place and ensure that the logo/QR code has enough contrast to be placed on the given background (full color logo vs white/black logo).

Open Adobe Acrobat with the material asset you wish to add your logo/QR code to > Navigate to 'Edit a PDF' > Add Content > Select 'Image' > Locate your .png file > Place your logo/QR file onto the asset and adjust accordingly > 'Save As' in desired location.

Adobe Photoshop (If Available): Have a .pdf or .eps file with a transparent background of your local information (logo/QR Code) ready to place in either 'CMYK' for print or 'RGB' for digital and ensure the logo/QR code has enough contrast to be placed on the given background (full color logo vs white/black logo).

Open Photoshop with the material asset you wish to add your logo/QR code to and ensure 'Mode' is set to either 'CMYK' if print material or 'RGB' if digital material > Navigate to 'File' >

Select 'Place Embedded...' > Locate your .pdf or .eps file > Place your logo/QR file onto the asset and adjust accordingly > 'Save As' in desired location.

Digital Files

When using materials for digital distribution (social media, email, website, etc.), find the file that says "Digital," which includes .jpg or .png files. They are set for screens and, if used for printing, will be low resolution, resulting in a pixelated image.

Off-Site Printing Materials

If you are sending your materials to a printer, select the linked files that indicate "Off-Site Printing" and contain Adobe Acrobat (.pdf) files. These files should include 'bleed edges'. For the integrity of the campaign, please print all materials in color.

In printing, bleed is printing that goes beyond the edge of where the sheet will be trimmed. In other words, the bleed is the area to be trimmed off. The bleed is the part on the side of a document that gives the printer a small amount of space to account for the movement of the paper and design inconsistencies. ([en.wikipedia.org/wiki/Bleed_\(printing\)](https://en.wikipedia.org/wiki/Bleed_(printing)))

In-House Printing Materials

If you can print materials within your agency, select the linked files that indicate "In-House Printing" and contain Adobe Acrobat (.pdf) files without bleeds. For the integrity of the campaign, please print all materials in color.

See print sizes and stock recommendations below.

Print Sizes

Posters – 11 x 17

Newsletters – 8.5 x 11

Info cards (double-sided) – 5.5 x 8

Bookmarks (double-sides) – 2 x 6

Sticker/Cling – 4 x 4 and 3 x 2

Stock Recommendations

Posters – 80# Cover stock – matte

Newsletters – 60# Book stock – semi/matte

Info cards – 100# Cover stock - matte

Bookmarks – 80# Cover stock - lamination optional

Sticker – Adhesive-backed paper or vinyl - laminated

Cling – Non-adhesive static cling vinyl

Banner – 13oz Matte Vinyl – trimmed or taped for indoor – hemmed for outdoor – grommet

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