

## COMMUNICATION CAMPAIGN MATERIALS

FY27 Communication Campaign materials are located within the new [Prevention First digital toolkit](#). On this web page, you will find downloadable 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](mailto:lauren.bozarth@prevention.org).

### **Digital Files**

When using materials for digital distribution (social media, email, website, etc.), find the folder 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 folders that indicate “Off-Site Printing” and contain Adobe Acrobat (.pdf) files. These files should include ‘bleed edges’ and crop marks in the corners. 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 are able to print materials within your agency, select the folders 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 on the next page.*

# PREVENTION FIRST

## **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

## **SPRINGFIELD**

2800 Montvale Drive  
Springfield, Illinois 62704

prevention.org  
p: 217.793.7353 / 800.252.8951  
f: 217.793.7354

## **CHICAGO**

640 N LaSalle Dr, Suite 638  
Chicago Illinois 60654

prevention.org  
p: 312.988.4646 / 800.252.8951  
f: 312.988.7096