

SFY27 SUPP

Communication Campaign Materials

Information

The following tables outline the media that will be provided for your SFY 27 State-Designed Communication Campaigns. There are a few items to note:

- Campaign messages are the key to all materials. If adding an agency logo, it must be small enough as to not distract from the message.
- All materials (English and Spanish) are located on the [Prevention First digital toolkit](#).
- Printing materials is the responsibility of the provider. See “Printing and Downloading Tip Sheet” for helpful information.
- All materials (except social media) should have the funding statement visible.

Youth Campaigns

Media Type	Size/Specs	Versions	Other Uses
Posters	17in W x 11in H	8 (printable & digital)	Digital wallpaper or screensaver
Printable banners	8ft (96in) W x 4ft (48in) H	2	
Digital banners	500px W x 250px H	2	
Social media (with sample post copy)	1000px W x 1000px H	16	Digital ad
Newsletters (single-sided)	8.5in W x 11in H	4 (printable & digital)	
Info cards (double-sided)	8.5in W x 5.5in H	4 (printable & digital)	Digital ad. Always print double-sided
Bookmark (double-sided)	2in W x 6in H	1 (printable & digital)	Digital or print ad
Sticker/magnet/window cling	4in W x 4in H, 3in W x 2in H	2 each size (printable & digital)	Digital or print ad
Two-pocket folder		1	

Parent Campaigns

Media Type	Size/Specs	Versions	Other Uses
Posters	17in W x 11in H	8 (printable & digital)	Digital wallpaper or screensaver
Digital banners	1500px W x 250px H	2	
Social media (with sample post copy)	1000px W x 1000px H	16	Digital ad
Newsletters (single-sided)	8.5in W x 11in H	4 (printable & digital)	
Info cards (double-sided)	8.5in W x 5.5in H	4 (printable & digital)	Digital ad. Always print double-sided
Sticker/magnet/window cling	4in W x 4in H, 3in W x 2in H	2 each size (printable & digital)	Digital or print ad
Two-pocket folder		1	