

Promotional Materials

These logos and artwork have been designed for use in all aspects of your public education campaign. They can be used in the design of additional campaign materials, to identify your program on letterhead or for use on other promotional items.

Using these logos on all print material will keep your campaign consistent and make it easily identifiable to consumers. The logo can be used for advertising, displays, signage, and for all premiums that you use during a campaign.

The logo was designed to be effective as black and white artwork, but it should not be altered from its original format (that is, you may print it large or smaller, but we ask you not to change the proportions, the graphics, or the type font). If you decide to print the logo in color, we request that it be produced in PMS (Pantone Matching System) 322C.

Bill inserts

Bill inserts are mailed with utility bills. Included here are two sample camera-ready inserts. One focuses on the use and disposal of pesticide products, and the other emphasizes the use of integrated pest management.

Bill inserts print specifications and cost

8 1/2" x 11" sheet, one sided

One-color ink

60# offset standard paper

4 cuts to separate

Quantity = 4,000 *Estimated cost:* \$85

Bookmark

The bookmark was created to use in educating the secondary target audience — the youth market. The bookmark can be used throughout the public education program. It can be distributed at school-based programs, during fairs and festivals, and at other special events.

Bookmark print specifications and cost

8 1/2" x 11" sheet, single sided

65# color cover paper

One-color ink

4 cuts to separate

Quantity = 5,000 *Estimated cost:* \$200

Brochures

Two different types of brochures have been developed for use in your public education campaign. One focuses on the purchase, use and proper disposal of pesticide products. The second emphasizes integrated pest management.

These brochures have been created in both English and Spanish. The artwork and design of these brochures is camera-ready, which means they are ready for reproduction.

Brochure print specifications and cost

8 1/2" x 11", printed on two sides

60# offset standard paper

One-color ink

Letterfold

Quantity = 10,000 *Estimated cost:* \$790

Fact Sheet

Fact sheets are an easy way to cover various aspects of an issue. A fact sheet can provide a quick reference for use in many aspects of your outreach program. The sheets can be distributed at the exhibit space at local fairs, handed out at presentations, and included with media packages as background information. These quick-reference fact sheets are also beneficial when working with key contacts or soliciting partnerships, since most people prefer to receive information in writing. A fact sheet on pesticide issues and IPM has been developed for your campaign.

Fact sheet print specifications and cost

8 1/2" x 11", single sided
20# bond colored paper
One-color ink
Quantity = 5,000

Photocopied: *Estimated cost:* \$185
Printed: *Estimated cost:* \$220

Flyers

Flyers are an easy way to distribute information to the public. They can be folded and included in correspondence, or distributed at special events. Two flyers have been developed for this campaign. The first focuses on pesticide use; the second highlights integrated pest management.

Flyer print specifications and cost

8 1/2" x 11", single sided
20# bond colored paper
One-color ink
Quantity = 5,000

Photocopied: *Estimated cost:* \$185
Printed: *Estimated cost:* \$220

Point-of-Purchase and Point-of-Sale Materials

These camera-ready materials have been created for a point-of-sale or point-of-purchase program and can be used in a variety of configurations in retail settings.

Tear sheets print specifications and cost

3" x 5"
One-color ink
60# offset standard paper
Quantity = 200 pads of 25 sheets each

Printed: *Estimated cost:* \$155

Placards print specifications and cost

8 1/2" x 11"
One-color ink
65# color cover stock paper
Quantity = 100

Printed: *Estimated cost:* \$45

Poster

The poster for the *H₂O Home to Ocean* public education campaign can be used in a variety of ways. It has been developed in English and Spanish.

The poster may be downloaded from www.cdpr.ca.gov/docs/h2o

Poster print specifications and cost

11" x 17" single sided
King James .010 white
Two-colors (black and one PMS color)
Printed

Quantity = 1,000 *Estimated cost:* \$375