

Print guidelines for HWTF Secondhand Smoke Print Ad and Brochure

PRINT AD:

-When printing, tell vendor to print 8.5x11", full bleed.

-When placing in a publication, do not shrink this PDF down more than 50% to fit in a placement. Do not stretch vertically or horizontally.

-For proper printing, do not shrink the file size of the PDF.

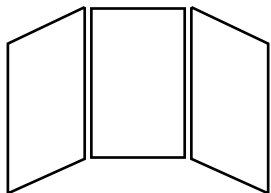
BROCHURE:

-This pdf is set up in printer spreads. The 2 pages of the PDF should be printed on each side of the paper. Tell the printer to print duplex and full bleed.

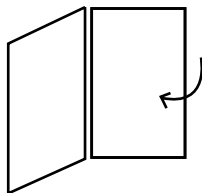
-Use 60lb-80 lb paper text weight paper. A paper above this maximum weight won't fold properly.

-Fold the printed brochure in threes (as you would a trifold brochure) and then fold the brochure in half horizontally.

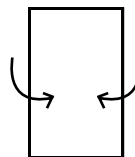
1. The full page ad should always be in the inside of the brochure.
2. The "Rock-a-bye baby" section is the cover.
3. The "Secondhand Smoke doesn't belong in a kid's world" spread is the inside.
4. The "Tobacco smoke contains 4,000 chemicals..." is the back of the brochure.
5. The "Little Miss Muffet" spread is what you see once you start to unfold the brochure and reveal the pull page ad.



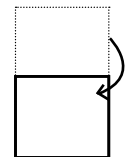
start folding with ad facing you.



first fold the right side.



then fold the left side on top.



fold this in half, bringing to top down to the bottom.