

**SAFE ROUTES NEBRASKA  
PRINTER SPECS FOR MARKETING MATERIALS**

# **BOOK COVER**

**HAVE YOUR SAFE ROUTES BOOK COVERS  
PROFESSIONALLY PRINTED!**

Want your book covers to have a slick, professional look that really promotes the health, safety, and fun of your Safe Routes program? Simply bring these specs to your print vendor along with the electronic files for the book cover.

**PRINT SPECIFICATIONS**

- Size: 25" x 17"
- Color: 4-color
- Paper: white matte paper, 100 lb. text

**Let your print vendor help you pull your promotional plan  
together with professionally produced pieces!**

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# **LARGE BROCHURE**

## **HAVE YOUR SAFE ROUTES BROCHURES PROFESSIONALLY PRINTED!**

By having your brochures professionally printed, you're ensuring that your Safe Routes program will look organized and pulled-together. Creating this perception is crucial for getting buy-in from community stakeholders. Simply bring these specs to your print vendor along with the electronic files for the brochure.

### **PRINT SPECIFICATIONS**

- Folded size: 8.5" x 11"
- Unfolded size: 25.5" x 11"
- Color: 4-color w/bleed
- Paper: white glossy paper, 80 lb. cover

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# **TRIFOLD BROCHURE**

**HAVE YOUR SAFE ROUTES TRIFOLDS  
PROFESSIONALLY PRINTED!**

Great handouts get attention. So why not promote the health, safety, and fun of your Safe Routes program by having your tri-folds professionally printed? Simply bring these specs to your print vendor along with the electronic files for the tri-fold brochure.

## **PRINT SPECIFICATIONS**

- Folded size: 3.699" x 8.5"
- Unfolded size: 11" x 8.5"
- Color: 4-color w/bleed
- Paper: white glossy paper, 80 lb. cover

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# **POSTERS**

**HAVE YOUR SAFE ROUTES POSTERS  
PROFESSIONALLY PRINTED!**

When you're promoting your Safe Routes program around school, professionally printed posters can really get attention and hammer your message home. Simply bring these specs to your print vendor along with the electronic files for the posters.

**PRINT SPECIFICATIONS**

- Size: 11" x 17"
- Color: 4-color w/bleed
- Paper: white glossy paper, 100 lb. text

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**BACKPACK FLYER**

**HAVE YOUR SAFE ROUTES BACKPACK FLYERS  
PROFESSIONALLY PRINTED!**

Make sure parents understand the importance of your Safe Routes program with professionally printed backpack flyers. Simply bring these specs to your print vendor along with the electronic files for the backpack flyer.

**PRINT SPECIFICATIONS**

- Size: 8.5" x 11"
- Color: 4-color w/bleed
- Paper: white glossy paper, 80 lb. text

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# **STICKERS**

### **PRINT YOUR SAFE ROUTES STICKERS**

Reward your students with fun Safe Routes stickers that they can wear or apply to their notebooks. You can also use these multipurpose stickers for teachers and volunteers during Safe Routes events, to label Safe Routes materials, or just to promote your Safe Routes program. The stickers are available in 1.5" or 2.5" sizes.

### **HERE'S HOW:**

1. Purchase one of the following **Avery** brand 2.5" round labels from your local office supply store.
  - Avery® #8293: White Round Inkjet Labels, Small, 1.5" Diameter
  - Avery® #5294: White Round Laser Labels, Large, 2.5" Diameter
2. Follow the manufacturer's instructions for printing. The stickers will print right from your desktop printer!

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# **PUNCH CARD**

**HAVE YOUR SAFE ROUTES PUNCH CARDS  
PROFESSIONALLY PRINTED!**

Giving students an extra incentive to walk or bike to school is a great way to encourage them to be healthy. This punch card lets you reward students who walk or bike to school frequently. Simply bring these specs to your print vendor along with the electronic files for the punch card.

## **PRINT SPECIFICATIONS**

- Trim size: 5.25" x 2.75"
- Color: 4-color w/bleed, front and back
- Paper: white matte paper, 100 lb. cover

**Let your print vendor help you pull your promotional plan together with professionally produced pieces!**