

# How to use editable posters and flyers?

## Key Information

Following feedback we have devised editable posters and flyers for use across the season. These help us:

- Reduce wastage of materials and budget when event details or venues change but are already printed on materials.
- Minimise our environmental impact through postage and printing.
- Make the process accessible and smooth with no login details and spreadsheets for all teams involved.

Flyers and posters can be downloaded, edited and printed locally through our Marketing Materials page. They are a great tool to promote your Relay to the local community. Use these posters and flyers to advertise your Relay at work, school or in local businesses. Make sure you have permission to put the poster up or hand out flyers.

## How to print these flyers and posters

We have been told that there are some great relationships with local printers. If you do not have a local printer please use your local knowledge, contacts and google to locate one. Prices can vary so we would recommend getting 3 quotes. Budget for printing will come from the committee budget but please liaise with your CRUK contact/Relationship manager.

Top tips:

- Print all the flyers and posters you will need in one go. You will pay more for numerous small print runs.
- We recommend a paper quality of 130gsm FSC silk
- If you are printing a flyer please make sure the printer prints and quotes for front and back.
- Make sure the items you print are full colour and trimmed to size.
- Always ask for a proof before it is printed and check all your details are correct.

## Choosing between the posters/flyers

There are two options when you choose your posters/flyers, 'Short Editable...' and 'Long Editable...'. The latter allows Relays with slightly longer names to fit on the poster/flyer. For example, Relay For Life Dunbar will be able to use the 'Short Editable poster'.

However, if Relay For Life Coventry and Warwickshire used this version their name will be cut off due to layout design (see example below).

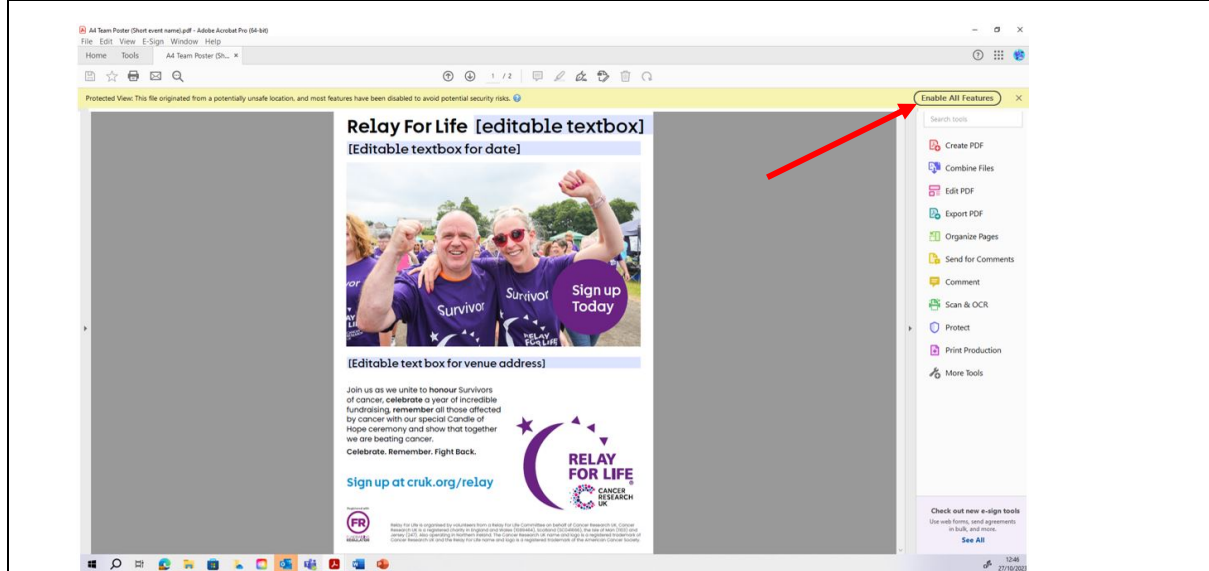


For Relays that need a longer name space please use the 'Long Editable poster' (see example below).

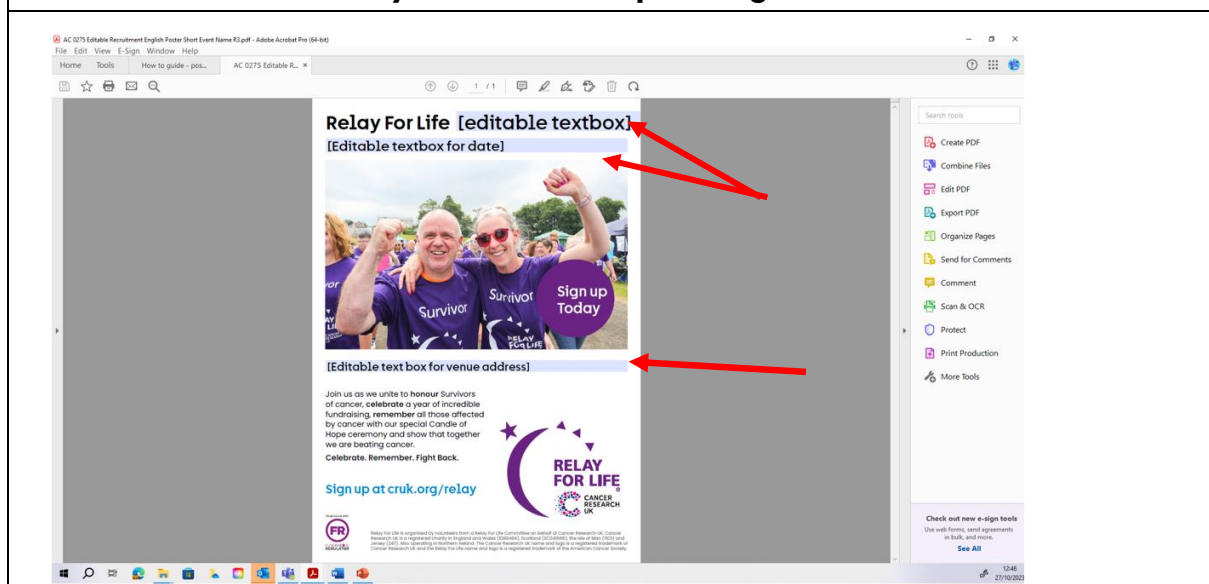


## Using the editable flyers and posters

**Step One:** Open the poster/flyer of your choice as a PDF in the Adobe application. Click enable all features.



**Step two:** Click on the text boxes including the name, date and venue name. Type your text in the box. **Please ensure you use the correct font. Our new fonts are available from your Relationship Manager.**



### Step three: Save press ad to your files.

