

## **Poster Printing Specifications**

Recommended Paper: 100 LB glossy

Recommended Print Size: 11x17

The files are set up for professional printing with a bleed of .25" on all sides.

### **Poster Display Tips**

These placements are best placed where they can clearly be seen by patients and takeaways are easily accessible. Consider places where people may be looking for information or spending more time.

If possible, they should not be placed near other materials where they could get lost in the crowd.

Display at eye level.

Ensure all text is readable and easy to see.

Use tape or other adhesive on the back side of poster.

If the printed creative has been damaged, please remove and reprint creative so that the prints are unaltered.



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#### **Handout Printing Specifications**

This document is a two sided long rectangular handout (rack card).

Recommended Paper: 12 pt or 14pt glossy cardstock

Recommended Print Size: 4 X 9

The files are set up for professional printing with a bleed of .25" on all sides and crop marks.

#### **Handout Display Tips**

Display: Our recommendation is a plastic table top brochure holder (<u>example</u>). Ensure that the holder's dimensions allow for a 4X9 handout.

Handouts are best placed where they can clearly be seen and easily accessible. Consider places where people may be looking for information or spending more time such as a patient room, waiting area table, or check-in counters.

If possible, they should not be placed near other materials where they could get lost in the crowd.

If the printed creative has been damaged, please remove and reprint creative so that the prints are unaltered.



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