BDEIG Publicity Brochures

There are five different publicity flyers brochures on the BDEIG website. All of them are available for you to download and share. Here is a brief description of them with suggestions on how they might be used. This document and all of the publicity brochures can be found on the BDEIG website at http://brazilian-dimensional-embroidery.org/information_and_forms.htm.





Notes

Quarter Page, Two Sided Brochure

This is a two sided flyer that will print the embroidered picture on one side and the membership application on the reverse. It is the most economical as it is designed to be cut into four separate membership applications. The designs were chosen from a contest held several years ago to create designs that would be used for this purpose. There is also a page of black and white photos that could be used instead that would further lower the cost of printing the brochures. Because there are four to a page, it contains the least amount of information about BDEIG.

These are especially good if you have a group who is already interested in B.E. It gives them a 'Souvenir' card to take with them.



Half Page, One Sided Brochure

This is a one sided brochure and membership application form. It is also very economical because it is only printed on one side. Although the color shows off the embroidery better, this can also be printed in black and white without losing the embroidery details. It is designed to be cut into two separate membership applications. This is one of the designs chosen from the same contest held several years ago. This brochure has more information about BDEIG than the brochure that has four to a page.

This is the only one sided flyer or brochure in the list. It is the one that is the quickest to reproduce for distribution.

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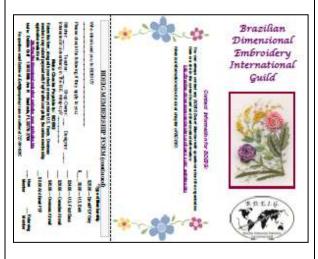


Notes

Full Page, One Sided Brochure

This is a full page flyer with a membership application printed on the back side. This flyer provides more information about BDEIG than the first two. Because it is a full page, it will draw attention. It can be printed in color or black and white.

One recommendation would be to have several copies printed in color, perhaps putting each of them in a sheet protector (with the holes cut off). The bigger full sheet of paper will grab more attention than the smaller flyers and the tri-fold. Those color copies would stay at your table. Print more in black and white for people to take with them.



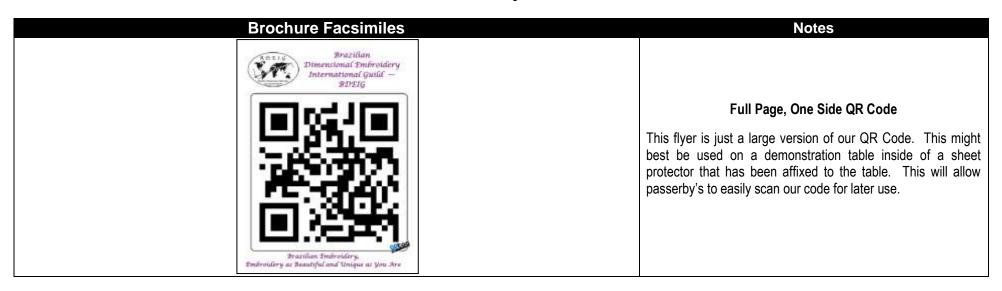


Tri-Fold, Full Page, Two Sided Brochure

This is a tri-fold brochure. When it is printed front to back, the membership form prints on reverse sides of the brochure. There is a 6" x 2" (152.4 mm x 50.8 mm) space for the chapter to use write local contact information. This tri-fold will also print nicely in black and white.

This may be the most effective of the publicity flyers because it has contact information in addition to the information on the full page flyer. It is the most labor intensive as it must be folded and local contact information should be added. One way to easily add it is to use a label. Labels that are 2" x 4" are commonly available and can be printed using home computers.

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If you have any questions or suggestions regarding these flyers, please contact your Publicity Chair. Contact information can be found at: http://brazilian-dimensional-embroidery.org/board_quild_activities.htm

Other publicity related information, such as how to write a press release is also available from your Publicity Chair.