

The Good, the Bad, and the Ugly



Creating Effective Outreach Materials

Components of Eye-Catching Outreach Materials

- **Design**
- **Text**
- **Establish an identity**
- **Hooks**
- **Graphics**
- **Cost**

Design

- **White Space**
- **Typography (DON'T USE ALL CAPS; IT'S HARD TO READ!)**
- **Restraint**

White Space: How to get it

- Use large margins around graphics
- Use pull quotes
- Start your chapters one third of the way down the page.
- Don't justify text
- Break text up into columns

Text

- **Tell a story**
- **Don't use acronyms**
- **Simplify**
- **Use examples**
- **Use active voice**

Establish an Identity

- **Develop a logo**
- **Be consistent**
- **Use it everywhere!**



Hooks

- Piercing questions
- Startling facts
- Quizzes
- Contests
- Humor
- Games



Graphics

- **Less is more**
- **Clipart is free**
- **Use photos of people**
- **Use only good photos**
- **Use kids' artwork**



So What Does It Cost?



Printed Materials – per 1,000 Fact Sheets

Printed fact sheets (2-sided)	
1 color	\$250
2 colors	\$350
4 colors	\$350
Trifold brochure (11" x 25.5")	
1 color	\$650
2 colors	\$750
4 colors	\$750

So What Does It Cost?

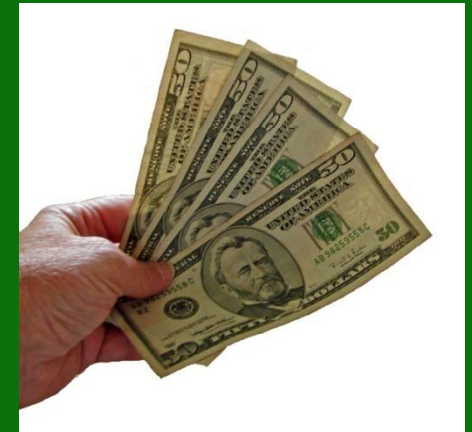
Giveaways – per 1,000 Items



Magnets	\$220 for 2-color business card size
Posters (11" x 17", 4 colors, 100-lb glossy paper)	\$300
Canvas tote bags 1 color, 2 sides 2 colors, 2 sides	\$3,680 \$4,900
Stickers (1-color, 3" diameter, white high-gloss, roll of stickers)	\$100
Lapel pins	\$1,150
Stainless steel reusable water bottles with logo/message	\$5–\$7 per bottle for 100 bottles
Key chains/holders	\$500–\$1,500 (price depends on material, size, and shape)

So What Does It Cost?

Bus Advertisements

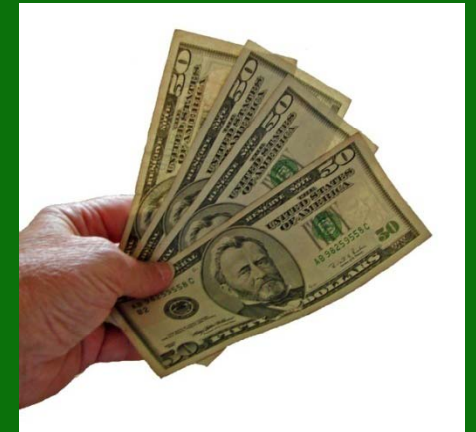


Panels on bus interior (bus boards)	\$4,850 for ads on 300 buses (includes printing and space costs)
Vinyl panels on entire bus exterior	\$2,000–\$5,000/month per bus (fees may be higher in large metropolitan areas; production costs vary from region to region)

Movie Theater Advertisements

1 PSA (e.g., PowerPoint slide)	\$1,400/week in 16 theaters
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So What Does It Cost?



Radio PSAs

Airtime for 30-second and 60-second spots

30-sec. spot: \$30–\$125

60-sec. spot: \$40–\$200

30 days of 30-sec spot once a day: \$900–\$3,750

30 days of 60-sec spot once a day:
\$1,200–\$6,000

(All prices depend on market size.)

Don't Forget!

- **Get it reviewed before layout**
- **Show your enthusiasm in your materials**
- **Experiment**
- **Dare to be different**
- **Remember, there's no "right" or "wrong" way**



www.epa.gov/nps/toolbox

Thank you

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