

Event Flier Guidance

To use this template, you must have the free Adobe Reader version 8 or higher. Older versions do not work. To download the most recent copy, visit [Adobe](#). As always, consult your local IT support professional before downloading or if you run into any technical difficulties.

This template is designed so that you can customize it by entering text, pictures or images in the fields provided. Once complete, you can save the edited version to your hard drive, print it, ship it to a printer, post it online, insert it in an e-mail, attach it to an e-mail or all of the above!

Getting Started

1. Open the template you plan to use and note the specific places where photos and text can be inserted.
2. Write the copy in MSWord or some other word processing file.
3. Select and copy the text you want to import. Place your cursor in the field you choose and paste the copy. If you would like to change the font size (as for a headline) or to format text (italicize a title), make the changes in the word processor file before you import the text into the template.

Insert Photos or Clip Art

1. Use the specifications designated in the photo field. If you need to re-size a photo use the photo editor on your computer. PC users may also want to try [Irfanview](#). Mac users should use iPhoto. Use JPEG file formats.
2. If you need to resize your image, save the resized version as a separate file. Then, insert the resized image file into the field. Copying and pasting resized images without saving them will not work.
3. If you do not like an image and want to change it, simply paste your choice on top of the image already in the field.

Resizing Sponsor Logos

Co-branding is how organizations standardize the way partner and sponsor logos appear in their materials. Read the co-branding section of the Style Manual for Extension's guidelines. (href 'co-branding section' to that file or jump in the manual, please)

1. If you need to re-size a logo, use the photo editor on your hard drive. PC users may also want to try [Irfanview](#). Mac users should use iPhoto.
2. Do not enlarge a logo file; the image quality will suffer. To reduce sponsor logos by 25 percent, open the file and select the node on any corner of the image field. Pull the node toward the center of the image.

3. It helps to keep a window with the Extension logo you plan to use open so that you can compare the relative sizes.

Insert Excel Graphs

1. On the worksheet with the desired image, choose “Save as Web page.
2. Open the saved file (it is actually a folder), and you will notice the charts have been saved as separate images.
3. Open the image files to determine which one you need. (These instructions will vary for each photo editor.)
 - On a PC, open the photo editor and select a new file. Fill in the height, width and DPI boxes, using specifications from the template. Insert the image file and save it as a JPEG.
 - On a Mac, open the file with Preview, Save as a JPEG, then import it into iPhoto, then Export it out of iPhoto indicating the size - in pixels - that you want the image.

Remember, you can also re-size images using other software. PC users may want to try [Irfanview](#). Use JPEG file formats.

4. In the template, click the image field and choose the file you just resized to insert the image.

Saving/Using the File

Once you fill in the template, refer to the sample to double-check that every field is full. Rename the file and save it to your hard drive.

Print a copy and ask a coworker *who has not worked on the piece* to look it over. The template comes with an automatic spellchecker, but you still need to check for spelling and spacing, etc. If you plan to post the file online, do so and share the link with a coworker. If you plan to mail it, do a test mail to a coworker to ensure all is in order.

Insert into E-Mail Body

You need to save your competed flier file as a JPEG file to make this work. You can use Irfanview or iPhoto to do this.

1. Save the file (using another name) to your hard drive.
2. Open a new e-mail and click “Insert.” Choose “Image” from the drop down box and a dialog box will appear. Use the browse button to locate the appropriate file.
3. Click the radio button to enter “alternate text.” For ADA compliance, briefly describe the image you inserted. “Invitation to event on mm/dd” is one example of acceptable text. Then, insert the image.

4. Once you insert the image, check to ensure the size works for your e-mail body. If it does, great! If not, you can resize the image in Irfanview or iPhoto, or you can click the tab labeled “dimensions” and resize the image.
5. Not all e-mail systems are alike, so some of your recipients may have trouble viewing images or accepting a “heavy” file. Make a note of who needs to receive plain text. Service them by creating a text file and pasting it into your e-mail body as you normally would.