

To: Graphic Designers

From: Eric Eckl, Water Words That Work, LLC

Subject: Our Print Advertisement

Date: 8/20/2013

Here is the information you need to design our advertisement:

Specs:

- 1200 x 1500 px (4" x 5" @ 300 dpi)
- Grey Scale
- TIFF, EPS, and PDF

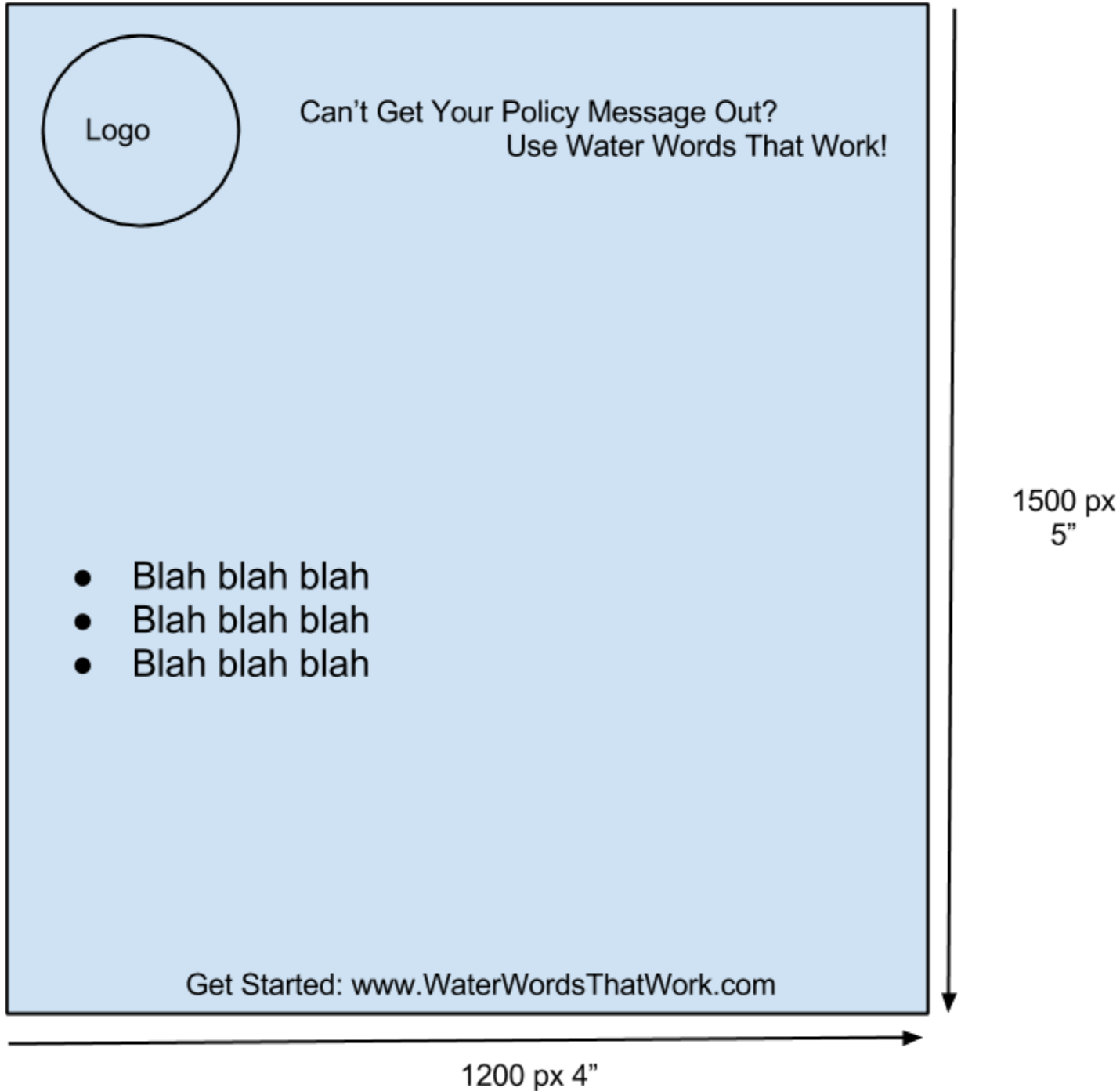
Ad Text

Can't Get Your Policy Message Out?
Use Water Words That Work!

Message Testing -- yours *AND* theirs
"Combat Communication" training
Media Relations
Attack Ads
Electronic Petitions
Activist identification and recruitment
Campaign Planning and Coaching

Get started: www.WaterWordsThatWork.com

Ad Layout



Photos

Please use a photo of protesters with a blank empty sign:



