

Suggestions for using the *Little Town of Bethlehem* marketing materials: To help ensure you have a successful, well-attended screening, we've included an array of marketing resources in the *Little Town of Bethlehem* Screening Kit.

Please use these tools and templates as you see fit. Many are customizable Adobe® Acrobat PDF forms that allow you to enter in specific dates, times, and locations. Others are text-only documents that can be copied into your own letterhead and/or press release template. Add the relevant information for your screening, and then send it to key audiences and local news outlets.

MATERIALS INCLUDED ON THE DVD

Resource:	Ideas for use:
Poster PDF Form	<ul style="list-style-type: none"> • Run off at your campus printer or nearby copy center • Post on kiosks, announcement boards, and other public places on campus • Place outside the screening room, so people know they're in the right place
Flyer PDF Form	<ul style="list-style-type: none"> • Print out dozens (or hundreds) of copies in the computer lab or on the library copier • Post in classroom buildings, student union, dorms, bathrooms and wherever it makes sense
Table Tent PDF Form	<ul style="list-style-type: none"> • Run off at your campus printer or nearby copy center • Cut out, assemble and place on tables in the school cafeteria and in the student union
Postcard PDF Form	<ul style="list-style-type: none"> • Print out at your campus printer or nearby copy center • Put a copy in everyone's mailbox in the mail room • Hand out in the food court, student union, mall, bookstore, etc. • Leave copies on tables in common areas and gathering areas
Print Ads PDF Form	<ul style="list-style-type: none"> • Send to your school and to local newspapers • Send to groups on campus who use newsletters or other written materials
Banner Ads JPEG File	<ul style="list-style-type: none"> • Post on your personal blog, a friend's blog, or class and organization blogs • Ask the school's webmaster to include on your school's and department's .edu sites • Post to your Facebook, Twitter, MySpace, LinkedIn, etc.
Email Invite JPEG Graphics & Word Document (Electronic sample included)	<ul style="list-style-type: none"> • Copy/paste the text into an email or use the text in an HTML template with the background graphic supplied, and send an email to everyone you know • Submit the announcement to student activity lists • Ask your friends to send to any distribution lists
Calendar Blurb Word Document	<ul style="list-style-type: none"> • Post to your school's online calendar of events
Press Release Word Document	<ul style="list-style-type: none"> • Coordinate with your school's newspaper and local newspapers to help promote your event, review the film, and cover your screening • Send out and follow up with local television and radio stations
Formal Letter Word Document	<ul style="list-style-type: none"> • Personalize, print, and hand deliver (or mail) to faculty, staff, campus administrators, and alumni
Radio Script Word Document	<ul style="list-style-type: none"> • Share with the manager of your school radio station, and ask to read it as a PSA • Use copies of the film to give away as an on-air promotion
Response Forms PDF Form	<ul style="list-style-type: none"> • Print the audience contact form to collect the names and contact information of your audience • Use audience comment cards to gather feedback on the film • Help us improve, after your event please fill out and return the Event Follow-up Form to EGM
Welcome Slide PowerPoint	<ul style="list-style-type: none"> • Project on the screen while your audience is gathering • Project on screen during the panel discussion after the screening

For anything that's done online, EGM asks that you link to our *Little Town of Bethlehem* website: www.littletownofbethlehem.org Please label the anchor text (the text that is displayed instead of the URL) "Little Town of Bethlehem." Banner ads tend to work best when placed at the top left or top center of a webpage.

All of the above materials are great ways to encourage your fellow students, faculty, and the community to come to your screening of *Little Town of Bethlehem*. Don't be limited by what we've suggested above! We encourage you to take our materials and run with them. Let us know of other things that you came up with that really worked! We'll make sure to share them.

Thank you again for your support!

MARKETING MATERIAL FILE DIRECTORY & PUBLISHING INFORMATION

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Resource	File Name	Pages	Dimensions	Printing
Education Guide [to Print]	LTOB_Edu Guide 2011[Press Quality].pdf	32	8.5 x 11 inches	4/4
Education Guide [to email]	LTOB_Edu Guide 2011[RFS].pdf	32	8.5 x 11 inches	4/4
Poster	LTOB_ESK Poster_QR.pdf	1	11 x 17 inches	4/0
Black & White Flyer	LTOB_ESK Flyer B&W_QR.pdf	1	8.5 x 11 inches	1/0
Color Flyer	LTOB_ESK Flyer Color_QR.pdf	1	8.5 x 11 inches	4/0
Table Tent	LTOB_ESK Table Tent.pdf	1	7.5 x 13.5 inches	4/0
Postcard	LTOB_ESK Postcard_QR.pdf	1, Front & Back	4.5 x 6 inches	4/1
Large Print Ad	LTOB_ROP Ad Large_QR.pdf	1	4.875 x 10.25 inches	1/0
Medium Print Ad	LTOB_ROP Ad Medium.pdf	1	3.375 x 4.875 inches	1/0
Small Print Ad	LTOB_ROP Ad Small.pdf	1	3.1875 x 3.375 inches	1/0
Leaderboard Banner Ad	LTOB_Leaderboard_Wall.jpg	1	728 x 90 pixels	N/A
Medium Banner Ad	LTOB_Medium Banner.jpg	1	300 x 250 pixels	N/A
Rectangle Banner Ad	LTOB_Rectangle Banner_Wall.jpg	1	180 x 150 pixels	N/A
Skyscraper Banner Ad	LTOB_Wide Skyscraper.jpg	1	160 x 600 pixels	N/A
Email Invite Top	LTOB_ESK Evite Header.jpg	1	100 x 600 pixels	N/A
Email Invite Text	LTOB_ESK Email Invite.docx	1	N/A	N/A
Email Invite Sample	LTOB_ESK Evite Sample 2011.pdf	1	N/A	N/A
Blurb	LTOB_ESK Calendar Blurb.docx	1	N/A	N/A
Press Release	LTOB_ESK Press Release.docx	1	N/A	N/A
Formal Letter	LTOB_ESK Faculty Letter.docx	1	N/A	N/A
Radio Script	LTOB_ESK Radio Script.docx	1	N/A	N/A
Response Forms	LTOB_ESK Response Forms.pdf	8	8.5 x 11 inches	4/4
Welcome Slide	LTOB_ESK Welcome Slide.pptx	1	N/A	N/A