

NEW PRECEPT PUBLICITY MATERIALS INFO SHEET

We have launched a new and expanded publicity materials system for all six Precept Bible study series. It marks an exciting advancement that will afford our leaders unprecedented quality and flexibility as they will now be able to type their information directly onto the layout and print themselves or save. New materials are available in poster, bulletin insert and PowerPoint slide formats.

The words “new” and “improved” are key to describing this effort: NEW in that we now offer generic materials for all six study series (40M, Lord, D4Y, NISS, In & Out, PUP), and posters are now available in two sizes; IMPROVED in that the materials are now electronically customizable by the leader and are available in male, female and co-ed versions, and with “Discover” and “Go Deeper” slants. That’s twelve generic posters, six bulletin inserts, and six PowerPoint slide possibilities for each series!

All publicity items except PUP are accessible on our website by clicking on the Class Promotional Resources link in the center rotating banner (if the correct link isn’t visible, click the word “more” below the banner), or by clicking on the “For Leaders” tab to the right, then on “Class Publicity Resources”. Leaders can link directly to the page by going to www.precept.org/classpromotion. PUP publicity materials are still available through www.preceptleader.org as always.

Additionally, printed 11x17 posters and bulletin inserts will be available in inventory for purchase. These may be customized by handwriting information (as in the current paradigm).

Instructions are provided on the website (see below), but constituents still may have questions especially when ordering preprinted items from inventory. Below is a primer to help you guide them to the appropriate materials.

All materials require the free Adobe Reader. A link to the free Adobe Reader download site is provided on the Class Promotion page.

INSTRUCTIONS FOR LEADERS

1. Choose your study series.
2. Select “Posters”, “Bulletin Inserts” or “PowerPoint Slides”
3. Click to open the item you need. (For Posters and Bulletin Inserts you will need the newest Adobe Reader.)
4. Type your class information right on the layout in the specified area.
5. Save the file to your personal computer by selecting “Save Page As” under the “File” menu in Acrobat Reader.
6. Print as many copies as you need from your printer, or save the file to disk and have it printed at your local quick print center (e.g.: Kinko’s).

Each series offers the following publicity types:

- posters in two sizes, 8½ x 11 and 11 x 17;
- black-and-white bulletin inserts 2-up on 8½ x 11;
- PowerPoint slides using standard 4:3 ratio.

Each publicity type offers the following messages:

- “Discover” message
- “Go Deeper” message

Each message offers the following sub-divisions:

- male
- female
- co-ed

NOTE: D4Y materials offer only co-ed option.

The examples at right show the 40 Minute/Discover/Co-ed combination.

We first want to strongly encourage them to download the dynamic materials on-line instead of ordering handwritten, fill-in-the-blank pieces from inventory. Remember, only 11x17 posters and bulletin inserts are available from inventory.

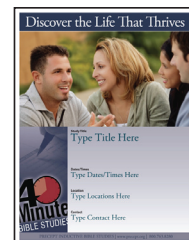
If constituents need help choosing between “Discover” and “Go Deeper” we suggest the following statements to guide them:

“If your students are new to God’s Word and seeking its Truth for the first time, then a “Discover” message will advertise your class most effectively.”

“If your students are ready to take their relationship with Christ and other believers to the next level, then a “Go Deeper” message will advertise your class most effectively.”



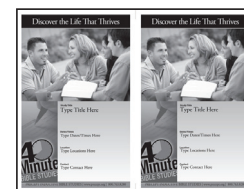
Poster 11x17



Poster 8½x11



PowerPoint Slide



Bulletin Insert