



CREATE YOUR OWN AD:

Rotaract Advertising Kit

This kit provides images and ideas that you can use to promote Rotaract at your school and in your community. The ads you build can be placed in local **newspapers, magazines,** and other publications. You can also create **fliers, posters, T-shirts,** and **cards,** along with pieces for displays or events.

Several sample layouts are included (English only). Sizes and appropriate copy vary by country. Customize your ad (size and text) to fit local circumstances.

Good action photos of local projects and members can make your ad even more effective.

Placing your ad

To place your ad, obtain contact names for the local newspaper or contact the newspaper advertising manager. Many newspapers will provide space for nonprofit organizations at a discounted rate.

To prepare your ads for printing, take them to your printer or graphic designer, or work with the newspaper's advertising production department to create an ad in the correct size with your club's name, contact person, and phone number.

Ad tips

- Strive for a clean, simple design. You don't want your ad to be too "busy" or confuse the reader. Use white space generously.
- Keep it consistent. If you typeset your own copy, keep differing fonts to a minimum. Try not to mix styles. Only one type family should be used (e.g., Times with *Times Italic*, **Bold Face**, ***Bold Face Italic***, etc.).
- If you use your own photograph, make sure it has good focus and contrast of light and dark tones. It should also convey the purpose of Rotaract and its projects.
- Be creative! Think of new ways to promote your Rotaract club.

Creative use of these materials, combined with local resources and imagination, can increase public awareness and understanding of Rotaract. Spread the word!

Rotaract: Building a Better Tomorrow

Volunteer for your community and the world!



Service • Leadership • Networking • Scholarships • International Exchange • Fun



Contact the Rotaract Club of [City]:
[phone, e-mail@server.com]
or Rotary International: rotaract@rotaryintl.org

For more information, visit www.rotaract.org.



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A ROTARACTOR AND ROTARY CLUB MEMBER PLANT A TREE.
ROTARACT IS A SERVICE CLUB FOR YOUNG ADULTS, 18-30.

Service • Leadership • Networking • Scholarships • International Exchange • Fun

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CONNECT

Volunteer for your community and the world!



**ROTARACT IS AN INTERNATIONAL SERVICE CLUB
FOR YOUNG PROFESSIONALS BETWEEN 18 AND 30.**

Contact the Rotaract Club of [City]:
[phone, e-mail@server.com]
or Rotary International: rotaract@rotaryintl.org

For more information, visit www.rotaract.org.