



Communication Services
Evangelical Lutheran Church in America
God's work. Our hands.

ELCA Brand Campaign
Print Ad Customization Instructions

1. **Download the print ad(s).** Go to www.elca.org/ads/kit#printads and select the print ad you want to customize with your congregation's name and address or URL.



Each ad is provided in 3 sizes (small, medium and large) and 2 versions (black & white and color).

Print dimensions:

- Small: 6.5" x 3"
- Med.: 9.5" x 3"
- Large: 8" x 6"

2. **Open ad with Adobe Acrobat.** You can view the ad using Acrobat Reader -- visit <http://get.adobe.com/reader/> to install the latest version of this free software.
3. **Type the name of your congregation in the fillable area.** Hover with mouse over the area above the ELCA brandmark, and you will notice a small box appear with the text "Insert name of church here." Click the mouse so that a cursor appears. Type the official name of your congregation in the fillable area. (see example above)
4. **Fill in the congregation URL, address or location in second fillable area.** Hover with the mouse over the area below the word "God's work. Our hands." until you see a small box appear with the text "Insert church Web address or location here." Click the mouse so that a cursor appears. Enter either your congregation's Web address, street address or location description (i.e., Corner of LaSalle & Ontario in Chicago.)
5. **Save the PDF file.** If you do not have Acrobat Professional, you will not be able to save the file with text in the fillable areas. If so, send the file with the text you'd like to insert in the fillable areas to ELCA Communication Services and we'll create the file.
6. **Send camera-ready file for insertion:** These hi-res ads are ready for use in print publications (newspapers, newsletters, magazines, etc.)
7. **Questions?**
Contact Barbara Andrews, ELCA Communication Services
barbara.andrews@elca.org or 800/638-3522, ext. 2439