

## A5 leaflet

The A5 leaflet is a core piece of collateral because it contains lots of information and features answers to the key questions that potential users are likely to have.

How do I use it?

The A5 leaflet is designed to be used as a 'take-one' in doctors' surgeries, community centres, the buses themselves and anywhere else where you think the target audience may be reached. **Remember to get approval before you place the leaflets anywhere or ask people to hand them out.** The leaflet can also form part of any mailings to stakeholders and potential users (further materials will be provided for this type of activity in the next phase) as the information piece.

Two versions of the leaflet have been created:

1. An 8-page **editable** one which can be personalised with your logo and your version of the bus pass, allows you to tailor the content of the Questions and Answers section and has space for you to add other local content such as maps, additional benefits specific to your area and your timings. You can also add your contact details and any additional terms and conditions you may have
2. A 6-page **generic** one which cannot be personalised or tailored in anyway; it's ready to be printed as it is.

What do I need to do?

1. If you haven't already, download the PDF(s) of the leaflet(s) from the DfT website as this will show you what can be tailored and what additional content you might want to add.
2. When printing the A5 leaflet you should consider economies of scale – i.e. the more leaflets you print the less the cost of each individual leaflet. This means it's important that you plan the use of the leaflets in advance. You will need to establish how many you wish to print for each use (e.g. 500 for a mailing, 500 for placement in the local village hall, 2000 for use on the buses etc). Printing all of these at the same time will significantly lower the cost of each leaflet.
3. Find out how much it will cost to print the leaflets by contacting a printer for a quote. You'll need to give them the following information:
  - The volume of the print run, i.e. how many leaflets you would like to print in total
  - The spec (the size, paper type etc). The recommended spec for the leaflet is:
    - 6-page version**
    - Flat size (HxW mm) = 210 x 442
    - Finished size (HxW mm) = 210 x 148
    - Print = 4-colour process
    - Paper stock = 150gsm Revive 100 Silk
    - Finishing = Trim and fold
  - 8-page version**
  - Flat size (HxW mm) = 210 x 297
  - Finished size (HxW mm) = 210 x 148

Print = 4-colour process  
Paper stock = 150 gsm Revive 100 Silk  
Finishing = Fold, saddle stitch two wires and trim flush.

- If you are using the editable version of the leaflet, inform the printer that you will need them to make some revisions to the artwork in order to incorporate your logo and pass image and, should you want to change them, the intro copy, Q&As, your contact details and terms and conditions.

4. Email the zip file(s) you have downloaded from the DfT website to your printer. The zip file contains all of the artwork files, images and fonts required - **do not attempt to open the artwork files contained within the zip file as they may corrupt**. You will also need to provide the printer with:

- confirmation that the artwork files are Quark 6.5 open (editable) files
- a high-resolution version of your logo
- a high-resolution version of the image of the new bus pass with your logo added to it
- a word document with the revised intro copy and Q&As (if you want to change them from the default ones)
- your contact details for the reverse of the leaflet
- any additional terms and conditions specific to the entitlements in your area.

The printer should send you a proof for you to check and approve before they print the leaflets.

NB: Please ensure your printer/studio read the font licence agreement contained within the zip file.