# NextGrad 3x2 Vinyl Poster Ad Creative Guidelines

## Campaign Content Recommendations

Educate students on unique and thriving programs, clubs, scholarship opportunities, open houses, application timelines, and important deadlines. Emphasize engaging statistics, specific advantages of the school or program, community connections, and any exciting and noteworthy aspects of attending the institution.

## Poster Creative Requirements

**Dimensions:** 3ft tall x 2ft wide
**Bleed Area:** 36.16" tall x 24.16" wide to avoid cutting content.
**Safe Area:** 35"x23" - Keep all design elements within this area.
**File Format:** Print-ready PDF
**Minimum Size:** 1 MB
**DPI:** 300 Minimum
**Color:** CMYK

## Poster Creative Guidelines and Recommendations

**Graphic Style:** Uncluttered, simple, bold visuals, eye-catching and relevant graphics
**School Branding:** Include name and logo
**Copy:** Include direct messaging, readable fonts, bold headlines (best kept under 7 words)
**Color Scheme:** High-contrast colors (raise ad recall by up to 38%)
**QR Codes:** Avoid use (Phone use in schools is banned by state law in many states)







The high school **opportunity** network

# NextGrad 4x3 Vinyl Poster Ad Creative Guidelines

## Campaign Content Recommendations

Educate students on unique and thriving programs, clubs, scholarship opportunities, open houses, application timelines, and important deadlines. Emphasize engaging statistics, specific advantages of the school or program, community connections, and any exciting and noteworthy aspects of attending the institution.

## Poster Creative <u>Requirements</u>

**Dimensions:** 4ft tall x 3ft wide
**Bleed Area:** 48.16" tall x 36.16" wide to avoid cutting content.
**Safe Area:** 47"x35" - Keep all design elements within this area.
**File Format:** Print-ready PDF
**Minimum Size:** 1 MB
**DPI:** 300 Minimum
**Color:** CMYK

## Poster Creative Guidelines and Recommendations

**Graphic Style:** Uncluttered, simple, bold visuals, eye-catching and relevant graphics
**School Branding:** Include name and logo
**Copy:** Include direct messaging, readable fonts, bold headlines (best kept under 7 words)
**Color Scheme:** High-contrast colors (raise ad recall by up to 38%)
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