

Using the *California WIC Local Marketing Kit*.

For details on working with the media see the *California WIC Local Marketing Kit*.

The kit contains:

- A step-by-step instruction guide
- CD-Rom of camera-ready WIC advertisements
- Hard copies of:
 - Flyers
 - Print advertisements
 - Bus cards
 - Billboards
 - Public service announcements (PSAs)
 - Press releases



All samples may be customized to include your local agency logo and contact information.

It's as easy for you as 1 , 2 , 3...

1. Look at the advertising samples in your kit: English and Spanish flyers, billboards, bus ads, and print ads. (The print ads are also available in Vietnamese and Chinese.) Select the ad you want to use.
2. Write down or type up the contact information you want on your ad. You can include your phone number, address, and logo. NOTE: You cannot add this information yourself unless you have InDesign Software.
3. Take the media kit CD, your written contact information, and the sample ad you have selected to a local print/copy shop (such as Kinkos) for customization or you can take them directly to your ad firm, and they will customize it for you.