



# Promotional Tool Kit Checklist

- Logo or Word Mark
- Announcement/Brief (80-100 words)
- Bulletin Cover Graphic
- Print Ad (JPEG, high resolution, 300 DPI)  
Full page, half page, quarter page
- Email/Web Banner (200 pixels x 600 pixels)
- Social Media Ad , Facebook (940 x 788 pixels)  
Instagram (640 x 640 pixels) Twitter (1024 x 512 pixels)
- Video (MP4 or MOV or Vimeo/Youtube with ability to download)
- Hashtag
- Letter from the Bishop
- PowerPoint
- Image/Photo
- Testimonials
- Stories
- Text Messaging Schedule
- Poster, Prayer Card, Postcard