

SOMEBODY'S DAUGHTER PUBLICITY PACK

For the best showing at your screening you will need publicity materials, and we have what you need. Links to all the files you need are on the last page

But first, let's connect!

Friend Sara Atiqtalik here

Like our [Facebook Page here](#)

Be sure you are on [our email list here](#)

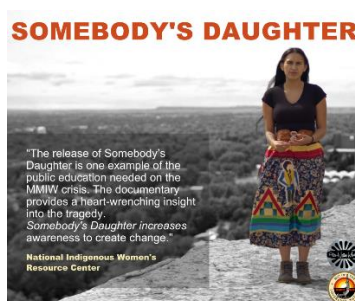
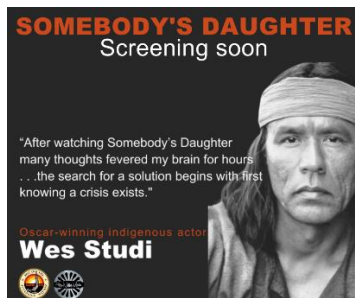
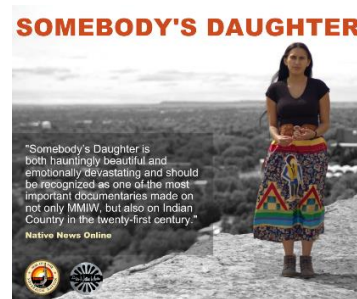
Get connected on [LinkedIn here](#) then search for Sara Atiqtalik

Please be sure to [use this link to post the TRAILER](#) wherever you can.

Doing these things will make it much easier to connect and stay in touch. We will also be creating a Somebody's Daughter community for sharing ideas and spreading the word.

FACEBOOK

Please use any of our social media posts, pre-sized and ready to go

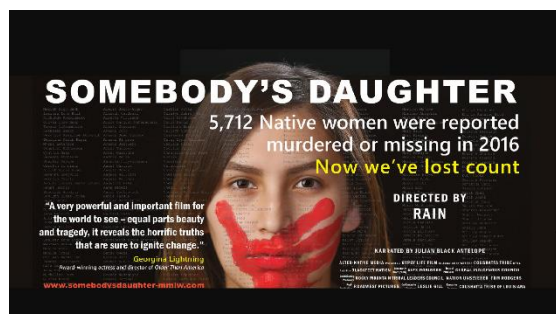


We have the same posts available for [Instagram here>](#)

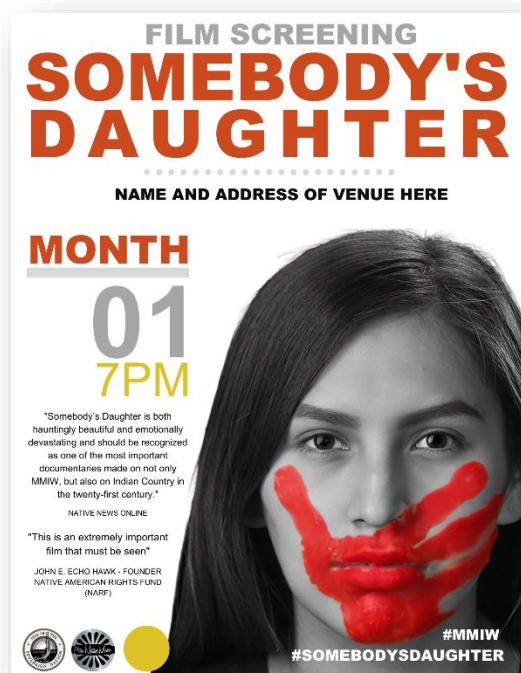
BY THE WAY: Drop box is a very simple app to use and download the files you need, but if you need a little help figuring it out, please [DOWNLOAD THE 'HOW TO' PDF HERE](#)

Facebook EVENTS

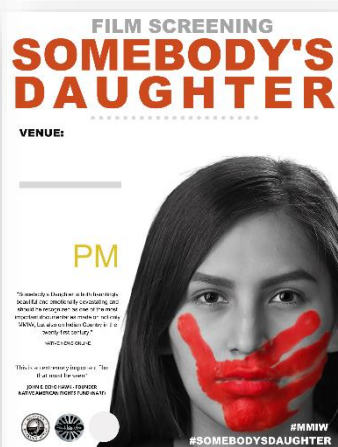
Please use either of these headers – [available here>](#)



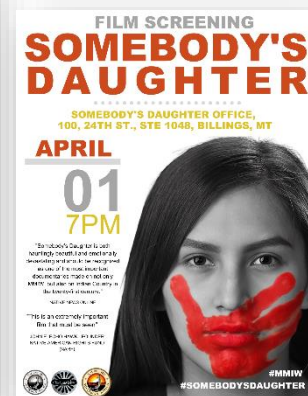
POSTERS – Design One (8.5 x 11)



The example



The blank



The finished product

You can easily see where the changes to both of these designs can be made.

To the left, you will simply use our blank template and add your own information in the spots indicated.

The fonts to use are ARIAL, and **ARIAL BLACK**.

The red color is #cc4a1e

The yellow color is #dec328

The grey color is #a6a6a6

The light grey color is #d9d9d9

Don't worry if you don't know how to 'make' these colors. Once you get your FREE Canva.com account it will be immediately obvious, and very easy to do. [FILES AVAILABLE HERE](#)

POSTERS - Design Two (11 x 17)



The blank



The finished product

Also easy to see how to use the space at the bottom of this flier.

Be sure you credit the presenter, remember the date and time and include any address details people will need to find the screening.

Design 2

The fonts to use are ARIAL, and **ARIAL BLACK**.

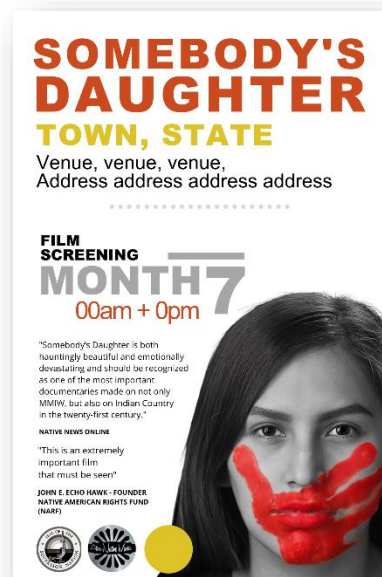
For this purpose, the writing should be in yellow and black for the most impact. There s already a lot of red in the images.

The yellow color is #F2EB16

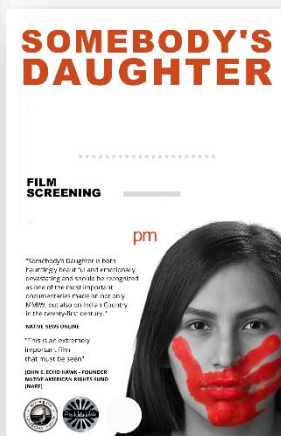
If you do need to add red, please use #E74D35

[FILES AVAILABLE HERE](#)

FLIERS – Design one and two



The example



the blank



an optional back-side for the flier

Once again, you can easily see where the changes to both these designs can be made. Use the blank templates and add your own information in the spots indicated.

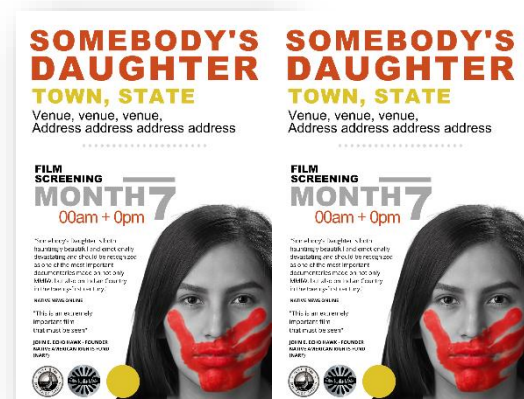
For the first flier (above) you have options. Leave it one-sided, or use the extra file on the right to print on the back.

For design two below it's the same routine as for the posters. Same fonts, Same colors.

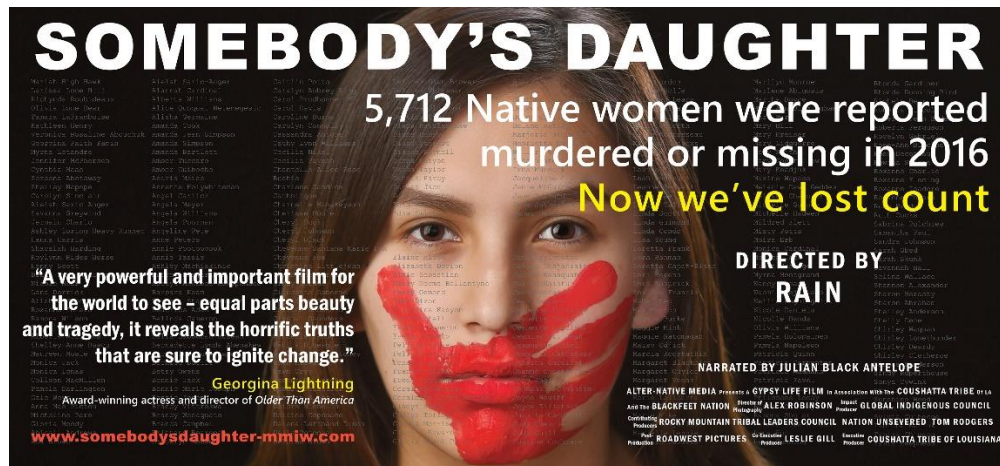
[ALL FLIER FILES AVAILABLE HERE](#)

ABOUT PRINTING FLIERS:

These fliers are sized so they go two side by side on one sheet 8.5 x 11



The Film's Official Poster



You can use the official poster in your publicity. But please know that the background of the poster is NOT straight black. If you are putting this poster on a 'black' background, please use only THIS black - #160E0C. We promise it will be worth the extra few clicks.

[THE FILE IS HERE](#)

A handful of 'do's & don'ts' for you

We have had some great design ideas submitted to us for screenings, and all they needed was a little tweaking to have them follow the film's brand.



It didn't take much! The original of each is to the left, and the re-work is to the right.

Red poster: Using the strength of the woman in the blue shirt was great, but needed Somebody's Daughter imagery on the poster. We added our brand image, enhanced her strength a little... and voila!

Black poster: There is no need to download small, lesser quality images from the internet. Ours are available to you for FREE. We replaced the small, downloaded image with one of our high quality files, made it the focal point of the poster and changed background black AND the yellow on the date/time to our own colors. Boom! Beautiful 😊

[ADDITIONAL IMAGE FILES YOU WILL NEED CAN BE DOWNLOADED HERE](#)