

HOW TO USE THE MEDIA KIT

Everything you need to promote an Othonia exhibit or talk at your parish, school, or event.



Every piece in this kit shares one design, so your flyer, bulletin ad, poster and social posts look like one campaign. You only fill in the red band: your dates, your place, and, if you like, your logo and a registration QR code. The rest is locked so it always matches the exhibit.

1. PICK YOUR VERSION

EXHIBIT

You're hosting the traveling exhibit. Says "An exhibit about the Shroud of Turin."

SPEAKER

A talk with no exhibit. Says "An event about the Shroud of Turin · Presentation by [speaker]," with the speaker's photo and bio.

EXHIBIT + SPEAKER

The exhibit plus a talk during its run. Both lines, with a "Special presentation" block.

2. PICK YOUR PIECES

PIECE	SIZE	USE IT FOR	WHEN
Flyer	8.5 × 11 in	Parish office printing, email attachments, the church door, handing out after Mass	3–4 weeks before
Poster	11 × 17 in, 24 × 36 in	Narthex easel, parish hall, school hallways. Print the 24 × 36 at a print shop.	3–4 weeks before
Bulletin ad	8 × 3.5, 8 × 5.5, 4 × 5.5 in	Send the PDF to your bulletin editor. Ask which size they have room for.	To the editor 2 weeks ahead; run 2–3 weekends
Social post	4 × 5 (1080 × 1350 px)	Facebook and Instagram feed. "Coming soon" and "Now open" versions are ready to post as is.	Coming soon: 3 weeks · Event post: 1 week · Now open: day of
Social story	9 × 16 (1080 × 1920 px)	Instagram and Facebook stories and reels	Same as the posts
Press release	Word document	Your local paper and diocesan newspaper. Fill in the blanks.	2–3 weeks before
Announcements	One page	Bulletin blurb, pulpit announcement, social captions, speaker bios. Copy and paste.	Any time



IN PARTNERSHIP WITH THE
PONTIFICAL ATHENEUM REGINA APOSTOLORUM (APRA)
SCIENCE & FAITH INSTITUTE

Two organizations, one mission: to make Jesus known through the Shroud of Turin.

othonia.org · Give: othonia.org/give · @othoniainc on Instagram, TikTok, YouTube, X, LinkedIn, Facebook

3. FILL IT IN (ABOUT FIVE MINUTES)

- 1 **Open the PowerPoint file** (.pptx) for your piece and version. It opens in PowerPoint, Keynote or Google Slides; PowerPoint gives the best result.
- 2 **Open the Selection Pane** (Home > Arrange > Selection Pane). You can only change the items whose names start with **EDIT**. Everything else is locked in the background on purpose.
- 3 **Type over the [bracketed] text** in the red band: your dates, your location and address. For a talk, add the speaker's name and bio.
- 4 **Swap the pictures.** Right-click the **HOST LOGO**, **QR CODE** or speaker photo box > Change Picture. Don't need one? Select it and press Delete.
- 5 **Export.** File > Export > PDF for printing, or File > Export > PNG for email and social media. Name the file with your parish and date.

PLEASE DON'T

- ✗ Move, recolor or crop the artwork, the thread or the Shroud and icon images
- ✗ Change the fonts or the title
- ✗ Remove the Othonia logo, the APRA partnership block or the mission line
- ✗ Add prices, exclamation points or extra logos outside the red band
- ✗ Stretch a piece to a different size. Use the size that fits, or ask us.

PRINTING TIPS

- ✓ **Flyers and posters** include a 1/8 in bleed. A print shop will trim it. On an office printer, choose "Fit to page."
- ✓ **Paper:** 100 lb gloss or silk cover for posters; 80–100 lb text for flyers.
- ✓ **24 × 36 posters** need a print shop or an online printer.
- ✓ **Bulletin ads** print well in black and white too. Send the PDF, not a photo of it.

QR CODES

Point the code at your registration or event page (or **othonia.org** if you don't have one). Keep it at least 0.8 in wide on print, and test it with two phones before you print. Free generators work fine; choose a black code on white.

SPEAKERS

Use the photo and bio the speaker or Othonia sends you. Our speakers' bios are at **othonia.org/experience/speakers**. Please send us your finished flyer before it goes to print, and we'll check the details.

Tag us in your posts: **@othoniainc** on Instagram, Facebook, TikTok and YouTube. We'll share them.

Questions or a size we don't have? Aline Vargas, Othonia Inc. · **aline@othonia.com**



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