

# RUEB Candidate ad options



Retiree Unit

## Option 1: We Create the Ad for you

### A Photo and Text

Headline Text: Up to 50 characters (*about 8-10 words*)

Paragraph Text: Up to 90 words\*

#### Headline here, headline here, headline here, headline here



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### B Text Only

Headline Text: Up to 50 characters (*about 8-10 words*)

Paragraph Text: Up to 100 words\*

#### Headline here, headline here, headline here, headline here

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## Tips for submitting ad content

1. Be sure to include your name and the office for which you are running. This is often done in the headline.  
(*Ex: Jane Doe for RUEB Secretary*)
2. Because space is limited, please stay within the maximum word count provided above.\*
3. Photos (if submitted) will be cropped to a rectangle (see sample A above). Try to avoid uploading photos that are extremely close-up. For vertical photos, we typically crop to include a person's head and shoulders.
4. There is no need to add special formatting or font colors. (*All ads will be formatted like the examples above.*)  
You will be sent a copy of your ad to review before it is published.
5. If you include a bulleted list, please note that it can shorten your available word count.

\* Word counts are approximate. Please note that headlines, lists and other factors can impact the amount of words that will fit in your ad.

## Option 2: Create the Ad Yourself

### Specs to create your own ad:

- File dimension: 2100 x 1742 pixels or 7 x 5.8 inches (*high resolution at 300 dpi*)
- Max file size: 3 megabytes
- File formats: pdf, jpg, png or PowerPoint
- (*Optional*) Download our pre-sized PowerPoint template to create your own ad (*You must have a recent version of PowerPoint on your computer to use this option*)

### Download a template [here](#) to create your own ad.



## How to Submit your Ad:

1. Make sure you have filed your Letter of Intent to run for office.
2. Go to [www.csea.com/ruebads](http://www.csea.com/ruebads) to upload content for your ad and select when you want it to be published.