***I Recycle Smart* Campaign Asset Instructions**

To request source files, please send an e-mail to iRecycleSmart@CalRecycle.ca.gov with the subject line "I Recycle Smart Source Files Request" and we will get in touch with you.

Digital Display (English and Spanish)
Display banners are used across the internet, on websites and in mobile apps. Banner ads can be a cost-effective way to introduce messages to your audience, depending on your organization's marketing goals.

Display/Banner Ads
These are GIFs (animated images) in various sizes that can be placed on websites to advertise the I Recycle Smart campaign and lead users to the campaign website. You can download and provide them to display advertising vendors.

Social Media (English and Spanish)
Images found in the corresponding folders can be downloaded to your computer or server network and re-uploaded to the platform. Recommended text to accompany the images can be found here.

Facebook/Instagram/Twitter In-feed Posts
These 1:1 square images can be downloaded and posted to your organization's channel as either organic posts or used as part of a paid social media campaign.

Facebook/Instagram/Twitter Carousels
These are sets of 1:1 square images that go together to create a "carousel" post – up to five static images in sequence. They can be downloaded and posted to your organization's channel as either organic posts or used as part of a paid social media campaign.

Facebook/Instagram/TikTok Stories
These 16:9 15-second vertical videos are optimized for mobile devices. They can be downloaded and posted to your organization's social media channel as either organic stories or used as part of a paid social media campaign.

Nextdoor

These images (various sizes) can be downloaded and used to place paid advertisements on the Nextdoor platform.

Pinterest
These 1000x1500 images can be downloaded and used to place paid advertisements on the Pinterest platform.

Out-of-home Advertisements (English Only)
The I Recycle Smart campaign has developed ad formats to fit shopping cart placards, as well as placements on public transportation on the sides ("Kings") and tail ends ("Tails") of buses.

Shopping Cart Ads
These are ready-to-place PDFs that can be downloaded and provided to a vendor to place as shopping cart ads in your jurisdiction. The QR code printed on the ad leads to the iRecycleSmart.com website.

Transit – Bus Tails
These are ready-to-place PDFs that can be downloaded and provided to a vendor to place as bus tail (the lower portion of the back of the bus) ads in your jurisdiction.

Transit – Bus Kings
These are ready-to-place PDFs that can be downloaded and provided to a vendor to place as bus king (the exterior on either side of the bus) ads in your jurisdiction.

Audio (English and Spanish)
Files found in this folder are produced radio spots and live read scripts that can be used as ads on terrestrial and streaming radio stations.

:15 and :30 Radio Spots
These files are :15 and :30 spots that can be downloaded and provided to a vendor to place either as terrestrial (AM/FM) or streaming (Pandora, Spotify, etc.) ads.

Live Read Scripts
These scripts can be provided to a vendor or terrestrial (AM/FM) radio station to have an announcer read live on air. :15 and :10 scripts are available in English and :15 scripts are available in Spanish.

Videos (English and Spanish)
Videos found in this folder can be downloaded to your computer or server network and re-uploaded to your website or social media accounts.

:05, :15, :30 Campaign Videos
These videos communicate the campaign's general messaging and highlight the importance of emptying and drying containers before recycling them. They can be

downloaded and uploaded to your organization's website or social media accounts. They can also be provided to a broadcast or streaming TV vendor to run as ads.

1:30 Educational Proper Sorting Video
This video instructs the viewer on what can't be recycled in most curbside recycling bins and highlights the importance of recycling smart. It can be download and uploaded to your organization's website.

<u>Printable Materials (English and Spanish)</u>
We developed various printable materials with information about proper sorting and the importance of emptying and drying containers before recycling them.

Bill Stuffer
These are ready-to-print PDFs that can be downloaded, printed, and distributed to your customers along with a service bill or other mailing.

Factsheets/posters/one sheets
These are ready-to-print PDFs that can be downloaded and distributed to your customers via e-mail to print themselves and display in their homes or offices.

Postcards
These are ready-to-print PDFs that can be downloaded, customized with customers' addresses and indicia to circulate via mail.

Stickers
These are ready-to-print PDFs that can be downloaded, printed on sticker paper, and distributed to customers to adhere to their indoor or curbside recycling bins.

<u>Webinars (English Only)</u>
Recorded videos of jurisdiction trainings and their corresponding PowerPoint slideshows.