

PSA FAQ

General Information

- **Public Service Announcements**

System is updated weekly. Customers are to submit information **no less than 2 weeks** before the event to: **Email:** publicservice@hbc.com **Mail/Deliver:** 58 Johnson Street, Winona, MN Attention: Community Calendar

•If your announcement is not received a minimum of 2 weeks before an event we do not guarantee the announcement will be posted.

Requirements

- **Public Service Announcements (PSA's)**

- These are free to non-profit organizations, events for charity, schools etc...
- No ticket/event prices will be advertised
- No alcohol references
- We reserve the right to refuse additional information at our discretion

• **Paid Ads can include ticket prices and are available for organizations/events that do not qualify as PSA's**

File Specifications

- **Digital images are to be submitted in .jpg or .gif format**
- **No more than 30 words can be applied**

If you want to create your own design

- **Powerpoint Slides**

Create a power point slide as you would for a presentation keeping the below list of specifications in mind. Once you have completed the slide to your satisfaction save as a .jpg file type and email your file to publicservice@hbc.com.

- font size of no less than 36
- no more than 30 words

- **.jpg or vector format (examples: .ai, .psd etc...)**

Create a new document with the dimension 800pt wide x 600pt tall. Once you have completed the slide to your satisfaction save as a .jpg file type and email your file to publicservice@hbc.com.

- 800 by 600 point
- font size of no less than 36
- no more than 30 words

•Be sure not to make your slide too busy it will only air for 15-30 seconds and if there is too much going on your message will not be well received.