

Friends of the Earth Marketing Materials Printing Guide

This guide provides printing specifications for Friends of the Earth marketing materials. Materials may be printed in-house or through a professional print shop depending on the size and quantity needed.

Printing specifications by Material

1. Plant Based Stickers (3 x 3)

Size: 3 x 3 inches

File format: JPG

Color: Full color

Recommended Material: Gloss white paper

Printing Method: Professional Print Shop

Sticker Sheet: Print all 9 stickers on a single sheet.

Individual Stickers: Download individual sticker files and print as separate stickers on rolls or individually cut.

- [Next Day Flyers](#) (\$80 per 100 individually cut, \$260 per 250 on a roll, \$296 per 100 sheets of 9 stickers)
- [U Printing](#) (\$76 per 100 individually cut, \$98 per 250 on a roll, \$128 per 100 sheets of 9 stickers)
- [Staples](#) (\$20 per 24)
- Eco-friendly Option: [Plan It Green Printing](#)

2. Die Cut Stickers

Size: Varies, can be printed up to 4 inches tall without distortion

File format: JPG

Color: Full color

Recommended Material: Gloss white paper

Printing Method: Professional Print Shop, custom shape

- [UPrinting](#) (\$51 per 100)
- [Sticker Giant](#) (\$112 per 125)

3. Plant Based Banners (3 x 6ft)

Size: 3 x 6 feet

File format: PDF

Color: Full color

Recommended Material: Vinyl banner with grommets for hanging

Printing Method: Professional Print Shop

- [BannerBuzz](#) (\$37)
- [Uprint](#) (\$42)
- [UPS Store](#)
- [FedEx](#) (\$80)

4. Plant Based Postcards (6 x 4)

Size: 6 x 4 Inches

File format: PDF (double-sided)

Color: Full color

Recommended Material: Cardstock paper, glossy

Printing Method: In-house

Set printer to print double-sided, landscape mode, flip on short side

5. Plant Based Posters (18 x 24)

Size: 18 x 24 Inches

File format: PDF

Color: Full color

Recommended Material: Cardstock or poster paper

Printing Method: In-house or Professional Print Shop

In-house on a large-format plotter printer:

1. Open the poster PDF.
2. Select Print.
3. Choose the large-format printer.
4. Set paper size to 18 × 24 inches.

Professional Print Shops:

- [Office Depot](#) (\$15.99/poster)
- [Staples](#) (\$19.49/poster)
- [Smart Posters](#) (\$62 per 10 posters, cheaper if purchasing higher quantities)

6. Organic Posters (8.5 x 14)

Size: 8.5 x 14 Inches (Legal size)

File format: PDF

Color: Full color

Recommended Material: Standard or recycled paper (28–32 lb recommended)

Printing Method: In-house

1. Set printing settings to Legal Size paper

7. Organic Flyers, Standard and Editable (8.5×11)

Size: 8.5 x 11 Inches

File format: PDF

Color: Full color

Recommended Material: Standard or recycled paper (24–32 lb recommended)

Printing Method: In-house (standard printing procedures)

To print more sustainably, consider requesting:

- 100% recycled or post-consumer recycled paper
- FSC-certified paper (from sustainably managed forests)
- Soy or vegetable-based inks
- Local printing to reduce transportation emissions

Note: The printing vendors listed are suggestions only. Friends of the Earth has not used or vetted these services.