

Creating a tri-fold brochure

If you have a small budget but you need to bring program specific brochures to trade shows, recruitment events, speaking engagements or other opportunities, a tri-fold brochure might work well for you.

Tri-folds are best for programs that recruit less than 25 students per semester. They can be supplemented by a school/college publication (on the graduate level) or the academic publication (an undergraduate admission publication).



Other health-related degree programs at SOEHHS:

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For more information on applying to Hofstra:

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Hofstra University continues its commitment to extending equal opportunity to all qualified individuals without regard to race, color, religion, sex, sexual orientation, marital status, age, national or ethnic origin, or physical or mental disability, in the conduct and operation of its educational programs and activities, including admission and employment. This statement of non-discrimination is in compliance with Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973 and other federal, state and local laws. The Americans with Disabilities Act Compliance Officer in the Plant Department, (516) 463-6641, is designated by the University to coordinate its efforts to comply with Section 504. The Equal Rights and Opportunity Officer is the University's official responsible for coordinating its adherence to Title IX and other equal opportunity regulations and laws. Questions or concerns regarding Title IX or other aspects of this policy (other than Section 504) should be directed to the Equal Rights and Opportunity Officer, (516) 463-6775.



Creating a tri-fold brochure

School of Education,
Health and Human Services

Department of Health Professions
and Kinesiology



Budget and timing

The advantage of printing a short-run tri-fold brochure is that you can take advantage of the University's digital printing services. The University either completely or heavily subsidizes printing services.

Design and photos

Design, editing and photo services (as long as you use the University's existing 10,000 photo library or stock photos services) are free. If you were to hire freelancers for these services, this would cost your budget approximately \$1500 - \$5,000.

Often people want to have photos specific to their program. This can be expensive, difficult to schedule and time-consuming. If there is no real need to have a photo shoot, consider using photos of faculty or generic or iconic photos – it will make your process go faster. And ask that your program be added the next time we schedule a multi-day photo shoot, usually once or twice each year.

Printing

Your brochure (a two-sided, card stock 8 ½ X 11 color job with two folds) will cost about \$.53 a copy – no matter how many you make. If you did the same job at Kinko's, it would cost about \$2.30 a copy (pricing as of 11/11). If you used a commercial printer, you would need to print at least 1000 brochures, which would cost more than \$500-\$1200 for a brochure. (this is the option you might want to take, however, if you think you will use more than 1,000 brochures.)

You should plan for your brochure to take at least 8 weeks, from conception to design, and that is if you are responsive to questions and edits. A brochure has to be conceptualized, written, editing and fact-checked, designed with photos, changed after feedback, edited again, print bid, and printing. Our Creative Services team has several hundred jobs in house at any one time, and prioritizes accordingly. However, even if you hired someone to create your brochure and paid them, it would take at least 4 – 6 weeks.

Using brochure templates

We have designed three tri-fold templates to help you envision what your brochure could look like, and enabling you to prioritize content and information.

Two and a half of the six panels are “must-haves” for any brochure.

- ▶ Brochure title (must have) and photo
- ▶ About the program (must have – serves as an intro to why this program is important to the reader)
- ▶ Contact us and the EEOC disclaimer (must have)

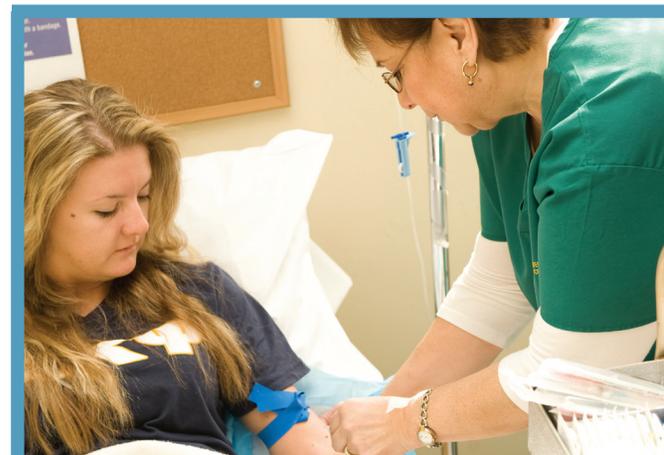
The rest of the content depends on what is important to you:

- ▶ Curriculum (this is if you are highlighting a specific degree)
- ▶ Faculty
- ▶ Degrees (if your brochure is for a department, you might want to include degrees, minors, etc.)
- ▶ Highlights
- ▶ Career Opportunities and/or Outcomes (alumni profiles)
- ▶ Related degrees/programs
- ▶ Co-curricular programs (e.g. MFA in Creative Writing talks about the Great Writers series)
- ▶ Outcomes
- ▶ Testimonials
- ▶ Photos and pull-quotes (larger text that call attention to a quote or a specific attribute)

A tri-fold will not be able to hold all of these elements, but you can prioritize by deciding what is important to potential students and what particular strengths your program has.

If you look at the three samples of tri-folds, on template #3, the program of study is approximately 450 words, about the program is 100 words, and career opportunities is 130 words. The entirety of the brochure is 750 words (not including the EEOC disclaimer) and template #3 has only one big photo on the cover.

Get Involved!



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For more information about the program:

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