

# APeX Ministries Promo CD

Welcome to the APeX Ministries Promotional CD. On this CD you should find the answers to most of the questions you will have about using our ministry at your event. You will also find everything you will need for your promotional materials (photos, posters, clip art, bios, and bulletin announcements). If there is a something you need that is not on this CD please don't hesitate to ask. We can always be reached at [apex@apexministries.com](mailto:apex@apexministries.com) or 888/522-APeX.

There are 5 folders on this CD:

- Guide
- Word Docs
- Photos
- Clip Art
- Posters

Two notes before we explain each of the folders' contents in detail. First, *it is very important* that you read the file in the folder "Guide." It contains a good deal of information. Read this before you explore any of the rest of the disk. Second, you are welcome to use any of the images on this disk for promotional material, web sites, and program books. We would kindly ask that you do not use the images on t-shirts, buttons, or any other type of merchandise. Our ability to do ministry is dependant on our ability to sell merchandise.

## Section 1: Guide

This folder contains only one file, "guide.pdf", but it is the most important file on the whole disk. This file contains all the information about flights, housing, ground transportation, sound needs, how to best use us to serve your community and much more. Please read it! If you have any questions, please contact us.

## Section 2: Word Doc

This folder contains all the words you will need to describe our ministry in promotional material. (There is also more guidance for this in the "guide.pdf") The files in the folder contain bios for programs, blurbs for flyers, and bulletin announcements. There are just suggestions which we have found to work. If you have some other creative idea, go crazy.

## Section 3: Photos

In this folder you will find photos of Gene and Brad (that is why the folder has the very creative name "Photos"). You will find three types of photos in this folder: color, black and white, and cut line. The color and black and white photos are exactly what you think they would be. The third type of photo is a cut line. These are photos that are

created with only black and white (there are no shades of gray like the black and white photos). Cut line images are just like the picture of George Washington on the \$1 bill. The image is created with a series of dots and lines of a solid color to create the picture. As the qualities of printers have improved, these types of photos have become less and less necessary. The time to use a cut line photo is when you are using a copy machine. Most copy machines don't deal well with the photos that have shades of gray. The machine will either make the gray either white or black (in most cases black), thus not making the photo very useable. If you are going to be using a photo copier experiment with both the BW and cut line photos to see which works best.

All of the color and BW photos are available here in versions for print and for the web.

Feel free to crop and resize photos to fit your needs.

You will also find the file "photo.pdf" which has a copy of all the photos in the folder.

#### **Section 4: Clip Art**

This folder contains a lot of clip art. Again, here you will find versions of almost everything in color as well as black and white, and versions for print or for the web.

Feel free to crop and resize clip art to fit your needs.

You will also find the file "clipart.pdf" which has a copy of all the clip art in the folder.

#### **Section 5: Posters**

This folder contains three posters. The two small posters are 8 ½ x 11 and can be printed on any printer. These poster are just the right size to be put in an envelope or slid into the bulletin. The large poster is 17 x 11 and more than likely you are going to need to go to a printer to get this printed. This can be done at most printers (and all Kinko's). Just take the disk in and they will be able to help you.

One creative way that we have seen the posters used is by having the poster enlarged. Again this can be done very easily (and cheaply) at most printers. Simply take the enlarged poster, glue it to a piece of poster board and go after it with some magic markers, crayons, or colored pencils.