

## **HOW TO CUSTOMIZE YOUR E-FLYER USING THE PROVIDED TEMPLATE:**

Save the file to your desktop.

Once the file has finished downloading, open it in Photoshop or Illustrator. (If you do not have either of these programs, consult your graphics person.)

In Photoshop or Illustrator, choose the Typing tool (T) and draw a text field in the lower half of the e-flyer template.

Choose a desirable font and begin typing your group's information and how enthusiastic you are about being on the Ford's Summer Season.

To insert a picture, open a picture of your group in Photoshop or Illustrator, choose the Move tool (black arrow) and drag the image into the e-flyer template. You may need to resize the image to fit the template.

Make the necessary adjustments to your text box if you've added a picture.

When you are finished go to File, Save for Web... You'll see your very own e-flyer. If everything checks out then click Save.

The e-flyer can be inserted into any email your group sends out. We DO NOT recommend sending the flyer as an attachment. Consult your email service or program help documentation regarding inserting images into the message body.

Enjoy!

The Ford Amphitheatre would like to know how useful this electronic flyer is to the artists performing in the season. So that we can get a sense of how much it is utilized, we ask you to please cc: or bcc: [communications@arts.lacounty.gov](mailto:communications@arts.lacounty.gov) you use the e-flyer to announce your group's performance on the season.