



Email Signature

650 pixels wide and a max height of between 90 and 150 pixels

RoadSafety_EmailSignature.jpg



Online Advertising

Leaderboard - 728 x 90 pixels:

RoadSafety_Leaderboard.jpg



MPU - 300 x 250 pixels:

RoadSafety_MPU.jpg



Online Advertising

Campaign Window - 750 x 500 pixels:

• RoadSafety_CampaignWindow.jpg



Road Safety - Parking Outside Schools | 2022 Toolkit

Digital Media

Screensavers - 1280 x 960 pixels:

RoadSafety_Screensaver.jpg



Social Media

1000px x 1000px

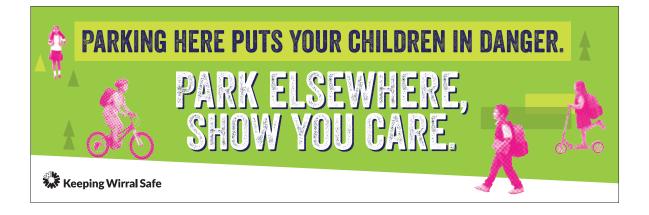
RoadSafety_Socials.jpg



Artwork: High Resolution PDFs

School Banners

RoadSafetyBanner.pdf



Social Media -Facebook/Instagram Twitter Posts

| AUDIENCE | FACEBOOK / INSTAGRAM | TWITTER |
|----------------------|---|---|
| Drivers / Parents | Parking outside schools could put our children in danger. Parking away from school is safer and healthier for our children. Show you care. #ParkElsewhere. | Parking outside school could put our children in danger. Show you care. #ParkElsewhere. |
| Drivers / Parents | The closer we all park to school, the more we pollute the air and put our children in danger. Show you care, #ParkElsewhere | Help keep the air cleaner for our children. Park away from the school. #ParkElsewhere |
| Drivers / Parents | On the school run? Park safely, away from school entrances, driveways and zig zag markings. #ParkElsewhere | On the school run? Park safely and considerately. Show you care #ParkElsewhere |
| Drivers / Parents | Parking on pavements causes obstruction for pedestrians, prams and wheelchair users. Park safely to show that you care. #ParkElsewhere | Pavements are for people, not cars. If you're on the school run, avoid parking on the pavement – even for a few minutes. #ParkElsewhere |
| Drivers / Parents | Do you live too far to walk, cycle or scoot to school? Park and stride! Show you care and #ParkElsewhere – driving part of the journey and walking the rest will help keep our schools healthier, safer and happier. | Show you care and #ParkElsewhere – driving part of the journey to school and walking the rest will help keep our schools healthier, safer and happier. |
| Drivers / Parents | Schools could be safer, healthier, and happier for all if we chose to walk, cycle or scoot to school, even for a couple of days a week. | Schools could be safer, healthier, and happier for all if we chose to walk, cycle or scoot to school, even for a couple of days a week. |

