

Truck Cards

You have probably driven by a truck with a large panel on the back or the side, and wondered, "How did that get there?"

Truck cards are outside posters, only. Most trucking companies have non-adjusting corner holders, thus the poster size must vary.

Here's what you do. Start looking at trucks that deliver commodities in your area, with posters. Then contact the trucking lines. Tell them what you are trying to do on the lake and ask for their help. You might take the USACE Water Safety Program catalog to give them some idea of the sizes and themes of your posters.

Posters with the vertical format usually range from 17" x 22", are full-color offset printed on coated poster paper, for indoor or limited outdoor use.

If the trucking company will donate the side of their trucks for a period, but want specialized panels, you might need to design and have them printed locally. Here's where the Visual Illustrator will come in handy. You will need to

get the size of the posters, the water safety theme, how long the trucking firm plans to keep them on the outside of their trucks, when the posters are scheduled to "roll," then back up your deadline date accordingly. Producing posters is time-consuming and expensive, thus the reason to make contact with the District Visual Illustrator quickly. Some Districts produce their own posters in-house. Most Districts use spot color processing rather than the more expensive four-color processing method and some District's contract for local poster production.

Soft drink, milk and bread trucks usually are the easiest places to start. Remember to publicize the rolling water safety campaigning trucks after they start to appear. Or, as the first poster is affixed to the side of a truck, get the local reporter to shoot it going on. Maybe have the resource manager or District Office family member watch as it goes on the truck. Take some pictures of the event, also.

Good luck while shifting your water safety campaign into high gear.