

Instructions for Modifying the Commercial Recycling Flyer Template: “What You Need to Know About Business Recycling”

Introduction

This flyer template has been designed so that your local agency can modify it to meet your community’s unique circumstances. The template is available in both InDesign and PDF formats to help make modifying it easier. Both versions are available at www.ca-ilg.org/CommercialRecyclingFlyer.

Using InDesign Software. If your agency has InDesign software, the InDesign version of the flyer can be opened, saved and modified using InDesign.

Not Using InDesign Software. If your agency does not have InDesign software, the PDF version can be opened, modified and saved using one of the following methods.

- Save the flyer PDF to your computer, and then open the file in Photoshop; or
- Save the flyer PDF to your computer, and then open the file using Adobe Acrobat Standard or Professional software (not Adobe Reader). Use the “Advanced Editing” feature located in the Tools menu to enter and delete text.

Steps to Modify the Template

1. Select the appropriate version of page 1 for your agency.

- The flyer provided has two versions of page 1. The first version of page 1 has “Option 1: For communities with an exclusive franchise” under the heading “Where to go for more information.” If your community has an exclusive franchise, use this version for your page 1.
- The second version of page 1 has “Option 2: For communities with open competition” under the heading “Where to go for more information.” If your community has open competition, use this version for your page 1.

2. Delete the version of page 1 that does not apply to your agency and save the file.

- If you are using Adobe Acrobat, go to the "Pages" tab on the left side of the screen and delete the page of the version you will not be using.

3. Modify the text as needed, using these guidelines.

- On page 1 under the "Why recycle?" heading, the text in the first bullet indicates that "State law now requires all businesses that generate 4 or more cubic yards of waste weekly to recycle." If your community also has a local ordinance that requires businesses to recycle, you may wish to add language to that effect. You can use the editing method described above to make those additions.
- On page 1, under "Where to go for more information" delete the red bracketed text that reads either [Option 1: For communities with an exclusive franchise] or [Option 2: For communities with open competition]. This text was included as a placeholder in the template to help you identify which version of page 1 to use and is not intended to be included in your agency's final version of the flyer.
- As indicated in the text that follows the "Where to go for more information" header, your agency should insert local information to help business owners. This could include, for example, a local agency website about recycling options and/or information about the recycling service providers operating in the jurisdiction. Be sure to delete the red bracketed text after you have inserted your information in these places.
- On page 2, your agency may wish to modify the bulleted text under the headings "Types of material to recycle" and "Don't put in recycling bin" by adding or deleting items to ensure that the listed items match your local recycling requirements.
- Be sure to add the relevant local information to the text of the last bullet in the "Don't put in recycling bin" section. This could include, for example, information about local household hazardous waste collection or electronic waste collection events.
- Your agency may wish to include a testimonial from a local business owner or additional information at the bottom of page 2.

4. Save your changes to the flyer.

- You may wish to save the document as a PDF so that it can be posted on your agency website and downloaded by business owners.

5. Spanish-language version of the flyer.

- The flyer is also available in Spanish. Please note that if your agency wishes to make changes to the bulleted lists under "Types of material to recycle" and "Don't put in recycling bin" sections, the new language that is added will need to be translated into Spanish.

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