

Distribution of Public Relations Materials

Carnegie Library of Pittsburgh Guidelines

Carnegie Library of Pittsburgh (CLP) is pleased to support Regional Assets, registered nonprofit organizations and other marketing partners in our region with the following guidelines and library addresses for the distribution of informational/promotional materials. Organizations are responsible for their own postage or delivery. Please review the Guidelines & Procedure below before mailing. Participating city and county libraries post and display community materials at their own discretion. Should you have any questions please feel free to email the Library's Communications and Creative Services Department at thinness@carnegielibrary.org.

Guidelines:

- Materials must be of civic, cultural, educational or informational interest and value.
- Materials should not advertise for private or organizational gain, unless the gain is used for the benefit of the community as a whole, such as cultural enhancement.
- Acceptance of any material is at the Library's discretion. The Library reserves the right to refuse any material based on size, weight, format, content, volume or timeliness.
- A maximum of one 8" x 11" flyer or 11" x 17" poster may be delivered per location selected.
- A maximum of (10) brochures, postcards, newsletters or other items may be mailed to each location.
- Materials must be securely pre-bundled in packages of (10) and labeled accordingly.

Procedure:

1. Separate or bundle materials and place into envelopes according to the Guidelines.
2. A Word template with labels of the names and addresses of Carnegie Library of Pittsburgh locations is provided at www.carnegielibrary.org/marketingmaterials. The template is set up to print on Avery White Mailing Labels 5160.
3. Select your desired mailing locations, print, label and mail envelopes accordingly.