

libraries. online. campaign materials

welcome to your Saskatchewan e-library services and resources



Official printed materials will be distributed to libraries in early August. All other materials are available for download from www.mylibrary.sk.ca.

Posters and Bookmarks

Two posters (large and small) and a bookmark will be distributed to all libraries in August. (See attached samples.) Place posters in locations that will reach people who may not normally frequent your library.

Products

A limited number of coffee mugs, magnets, tattoos, and book bags with the campaign logo have been produced. These items were distributed at the Saskatchewan Library Association conference to launch the campaign concept. Most of the mugs have been distributed. Remaining magnets, tattoos and book bags will be distributed in August. [revise based on actual numbers]. Libraries may produce their own promotional products using the *Use of Images Guidelines* and *Product Purchasing Tips*.

Campaign Logo

The logo campaign is the picture of the laptop/book with the slogan libraries. online. and www.mylibrary.sk.ca. Libraries may use this logo to create additional promotional products such as coffee mugs, water bottles, t-shirts, etc. Please follow the *Use of Images Guidelines* and *Product Purchasing Tips*.

Product Purchasing Tips

We encourage libraries to produce additional products that they believe will make a successful campaign. To assist you, we offer tips for the purchasing process.

Media Material

Newspaper articles and other materials for use with the media will be provided for download.

Activities Database

A database of activity and event ideas has been created especially for this campaign. It will be searchable via www.mylibrary.sk.ca in July.

Campaign E-mail Discussion List

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A campaign listserv "promotion-l" is a key way to keep up to date on campaign preparations. You can also use it to share information with other libraries concerning any aspect of the campaign.

E-Library Services Fact Sheets

Fact sheets about the large-scale province-wide e-library services will be available for download. Fact sheets will offer simple, easy to understand, information on Saskatchewan Libraries: Ask Us!, Gateway, and the online databases licensed through the Multitype Database Licensing Program.