

Notes

The files dimensions supplied are generic (A4) so will need resizing for some publications.

To get the adverts to scale in proportion, use the Scale Tool in Indesign by double clicking and entering the values in the dialogue box that appears. This allows the font sizes to scale with the layout correctly. (The scale functions in the top Application Bar and side Transform Palettes do not always scale the font size.)

The typography has been set up as follows:

Headlines – Leading is 90% of text size (ie. 10/9pt) with 90% Word Spacing

Sign-off – Leading is 95% of text size (ie. 10/9.5pt) with 90% Word Spacing

Attempt to retain the same proportions/relationships of the elements when resizing.

Double check the safe print margins supplied by the publication and adjust the layout accordingly if required, but do not make the margins smaller than currently shown.

**WE'RE
MUCH MORE
COMMON
THAN BRITISH
PEOPLE.**



**WE'RE PEOPLE WITH
DISABILITIES. WE'RE 15%
OF THE WORLD. [#WeThe15](#)**

**THERE ARE
FOUR TIMES
AS MANY OF
US AS PEOPLE
ON TWITTER.**



**WE'RE PEOPLE WITH
DISABILITIES. WE'RE 15%
OF THE WORLD. #WeThe15**

POPULATION SIZES:

1.CHINA

2.INDIA

**3. PEOPLE WITH
DISABILITIES**



**WE'RE PEOPLE WITH
DISABILITIES. WE'RE 15%
OF THE WORLD. #WeThe15**

**WE'RE THREE
TIMES THE
POPULATION
OF AMERICA.**



**WE'RE PEOPLE WITH
DISABILITIES. WE'RE 15%
OF THE WORLD. #WeThe15**

**WE COULD
FILL TIMES
SQUARE
10,000 TIMES.**



**WE'RE PEOPLE WITH
DISABILITIES. WE'RE 15%
OF THE WORLD. #WeThe15**

**THERE ARE
EIGHTEEN TIMES
MORE OF US
THAN FRENCH
PEOPLE.**



**WE'RE PEOPLE WITH
DISABILITIES. WE'RE 15%
OF THE WORLD. #WeThe15**

**THERE ARE
WAY MORE
OF US THAN
EUROPEANS.**



**WE'RE PEOPLE WITH
DISABILITIES. WE'RE 15%
OF THE WORLD. #WeThe15**

**IMAGINE ALL THE
PEOPLE IN ROME.**

**THERE ARE TWO
HUNDRED AND
FIFTY TIMES
MORE OF US.**



**WE'RE PEOPLE WITH
DISABILITIES. WE'RE 15%
OF THE WORLD. #WeThe15**