

Notes

The Purple band needs to cover 15% of the print area so the file has been left as native Indesign to allow easier editing.

When adjusting the dimensions to fit a layout, attempt to retain the look and feel of the original.

Note, to get the elements 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.)

Vertical and Landscape options are available to use.

15% is hard to ignore.

If we asked you: what percentage of the world has a disability?

What would you say? Well, chances are you'd say 15%.

We gave you the answer, and highlighted in purple, so you can't miss it.

But 30 seconds ago, what would you have said?

Bet it would have been a lot less.

Because people with disabilities aren't laid out in front of you.

We're not all in one place, and we're definitely not handily highlighted in purple. That's

why it's hard to believe just how common we really are. There's 1.2

billion of us. We're 15% of the world.

If we formed our own country, it would be the third largest on earth.

So really, you should see us everywhere.

But think about your own life for a second. If you're an employer, are

15% of your employees people with disabilities?

Are the 15% represented in your friendship group? In the

authors you read, the actors you watch, the celebs you follow on

social media? If we're not. Why not? 15% isn't

some irrelevant percentage, easily overlooked. 15% of this page is purple,

and you gave it your attention. So how about the 15% of the world

who are asking for the same?

#WeThe15



15% is hard to ignore.

**So why are people with disabilities so often overlooked?
We're dedicating 15% of our ad space to WeThe15.
#WeThe15**

