

## **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](#)**