

AD SIZES AND REQUIREMENTS

1.

QUARTER PAGE AD

3.875 x 5.125 in.

2.

HALF PAGE AD

8 x 5.125 in.

3.

FULL PAGE AD

8.5 x 11 in. (.25 Bleed)

What to send:

- We prefer JPG, PNG, PDF files

Unacceptable File Formats

- Microsoft Publisher
- Microsoft Word
- Microsoft PowerPoint

Images

Images should have an effective resolution of 300 dpi. 72 dpi images, or images downloaded from a website, are of unacceptable quality.

WHAT TO INCLUDE IN YOUR AD

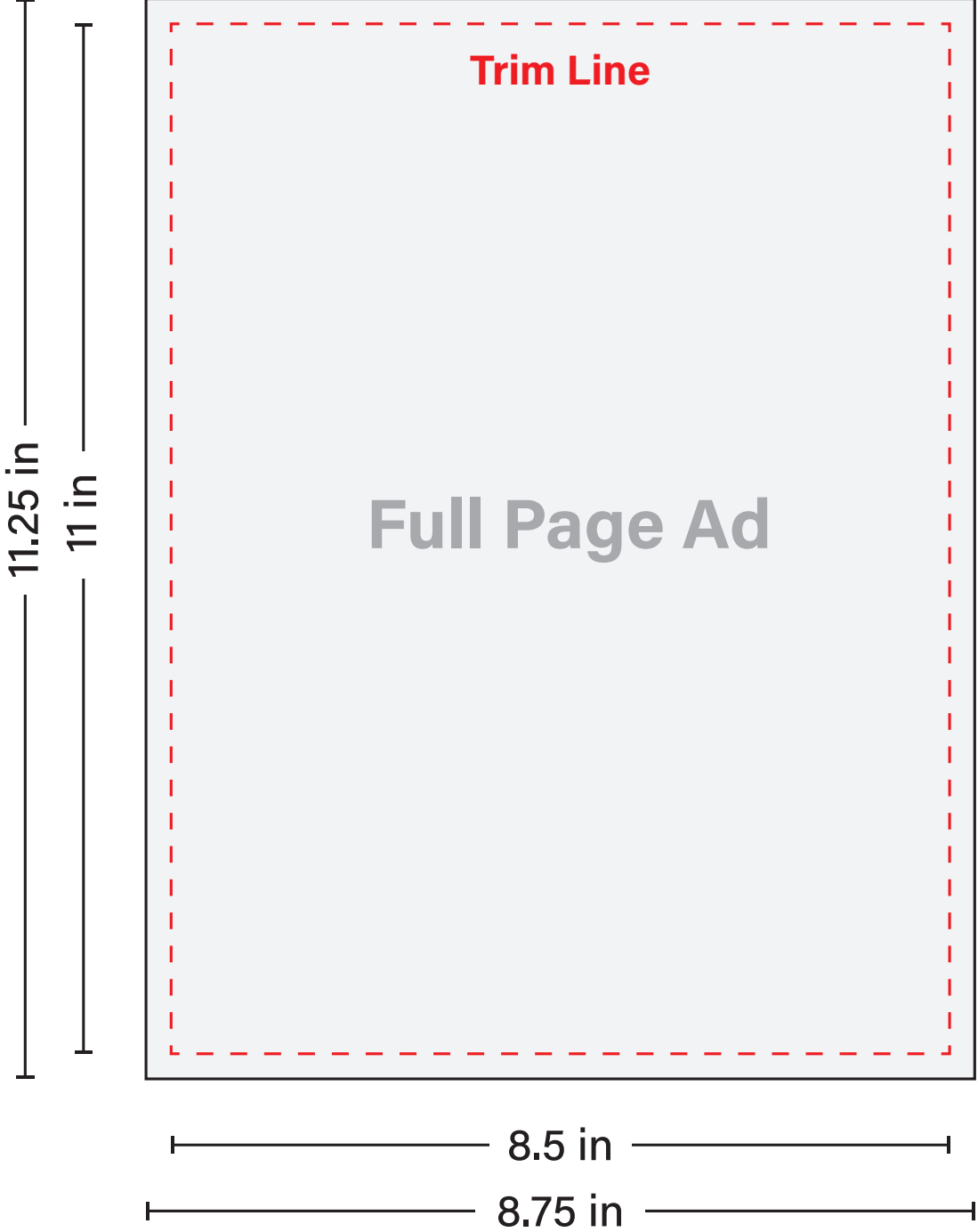
- 1. Clear Message:** Make sure your ad has a clear message that is easy to understand. Think about what you want to communicate and choose concise and straightforward language to convey your message effectively.
- 2. Eye-catching Design:** Create an ad that grabs attention with its visual appeal. Consider using bright colors, interesting images, or bold fonts to make your ad stand out.
- 3. Relevance:** Ensure that your ad is relevant to the audience you're targeting. Think about what would resonate with your intended viewers and tailor your ad accordingly. It should relate to their interests, needs, or desires.
- 4. Call to Action:** Include a call to action in your ad to encourage the viewer to take a specific action. Whether it's visiting a website, making a purchase, or contacting you for more information, clearly state what you want the viewer to do.
- 5. Proofreading:** Before finalizing your ad, proofread it to check for any spelling or grammatical errors.

Remember, these tips are general guidelines, and you can always add your own creative ideas to make your ad unique. Good luck with your advertising project!



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.25 in Bleed Line



DO'S AND DON'TS



Play with Scale:

Experimenting with scale in your design can create a strong visual impact. Enlarging certain elements can draw attention and emphasize details, while scaling down other elements can add intricacy and delicacy to the design.

Display Your Logo: Incorporate your logo into the ad design to enhance brand recognition. The logo should cover around 10-15% of the total ad area, allowing viewers to easily connect with your brand.

Base Ideas on Consumer Insights: Effective ad designs go beyond creative ideas. It's crucial to base your ideas on consumer insights and ensure that the ad carries a relevant message. By understanding your target audience and their preferences, you can create ads that resonate with them and increase effectiveness.



Don't Cram Too Much: Avoid overcrowding your ad design with excessive information or elements. It's important to maintain visual clarity and ensure that viewers can easily grasp the main message of the ad. Leaving some white space and using a clean layout can help the ad stand out and convey its purpose effectively.

Don't Neglect Relevance: Ensure that your ad design is relevant to the message you want to convey. A strong idea combined with a relevant message can greatly enhance the effectiveness of the ad. Avoid creating designs that may be visually appealing but lack a clear connection to the product or service being advertised.

