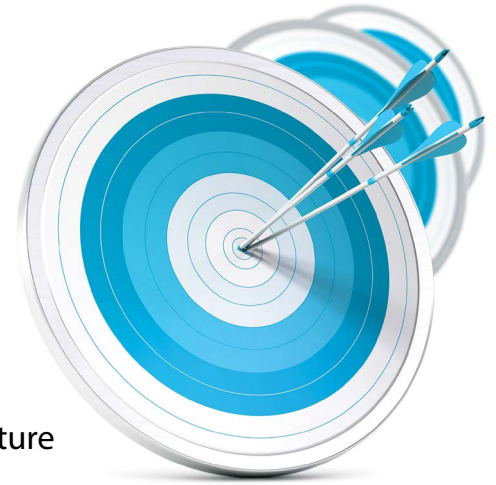


10 foolproof tips to create THE PERFECT AD



Contact your newspaper
sales representative
for additional tips on
HOW TO MAKE YOUR NEXT
AD CAMPAIGN A SUCCESS!

949-715-4100

1. **SPEAK TO YOUR AUDIENCE AND NO ONE ELSE.** Attempting to connect with everyone will only weaken the message you're trying to convey.
2. **CRAFT A POWERFUL HEADLINE** to capture the attention of your target audience.
3. **SELECT ONE MAIN IMAGE** for your design, and make sure that it ties in with the ad's overall message.
4. **OPTIMIZE YOUR COPY.** Choose the right words to clearly communicate why the product or service you're selling is exactly what your audience needs.
5. **EMBRACE WHITE SPACE.** Don't let superfluous clutter distract your audience from the key points in your ad.
6. **LIMIT YOUR OFFERS TO TWO.** Less is more when it comes to advertising. Including too much information will only confuse your audience.
7. **MAKE YOUR AD VISUALLY APPEALING** by grouping similar elements together, limiting the number of typefaces you use and choosing colors wisely.
8. **STAND OUT WITH COLOR.** A full-color ad on an otherwise black-and-white page is sure to draw the eye, and the opposite — monochromatic in a sea of color — is equally true.
9. **ALWAYS INCLUDE A CALL TO ACTION.** What do you want people to do after they've read your ad? Sign up for your service? Visit your showroom? Let them know!
10. **KEEP CONTACT INFORMATION CRYSTAL CLEAR.** Potential buyers need to instantly know how and where to reach you.



Firebrand[™]
media