

DESIGNING ADVERTISING THAT ACHIEVES RESULTS

We want your experience with the Camera Creative Services Dept to be a very positive one. Follow the step-by-step process below to understand how we work and to find out what you can do to help the design process. Our award-winning design staff are here to help you convey a strong brand image and achieve positive results with your ad.

1. Camera advertising representative meets with client and fills out a design request form in addition to outlining CRA (Camera Ready Art) deadlines and tentative run dates.
2. Client and designer discuss creative expectations.
3. Client reviews “How To Prepare for Successful Design” (below).
4. Art assets are provided by client and designer begins work.
5. Designer forwards client initial layout for review.
6. Designer makes any necessary changes to layout.
7. Designer and client discuss revised layout.
8. Designer makes final revisions to layout.
9. Client approves final ad design proof.
10. Scheduled ad is saved into Harris system to run in newspaper.
11. Job billed to client.

HOW TO PREPARE FOR SUCCESSFUL DESIGN

We suggest that you consider the following issues and answer the following questions prior to working with your designer, to ensure an efficient start to your design project.

PURPOSE

- 1) What do you hope to achieve with your ad? Promote a special event? Introduce a new product?
- 2) Who will your target audience be?
- 3) What do you anticipate the duration of the ad will be? Short-term or long-term?

ORGANIZATION

- 1) What is the main objective of your organization?
- 2) How would you like your organization to be perceived by means of your ad?
- 3) What unique or important feature does your organization offer its audience?
- 4) Does your organization have a theme or logo that you would like to use in this project?
- 5) Do you have a website?

Continued on back >

Local Knowledge. Total Coverage.

Call your advertising consultant today at 303.473.1400.

Please use the check-list worksheet below as a starting point to creating the perfect ad. Once finished, our design professionals will set up your ad and walk you through the process up to its final print.

WHAT TO PROVIDE YOUR DESIGNER:

Headline _____
The headline of a good ad will grab the attention of the reader and encourage the reader to read further. Short and concise headlines work best.

Sub Headline _____
If necessary, it is a followup to the headline to further explain what the ad is about or the message you wish to convey.

Body Text Should be simple and to the point. Could include a sale or other call to action or information about your company, product or service. May be provided on CD, sent as a word document or pasted in an email document.

Logo/Company Artwork All logos should be submitted in a high resolution format, at least 200 dpi as a Vector or EPS format. No images from the web.

Photos/Graphics All photos and graphics should be submitted in a high resolution digital format with at least 200 dpi. Files accepted include .eps, .jpg, or .tif. No images from the web. If you don't have a digital file, please provide your designer with a high quality print out for us to scan.

Other Please indicate whether there are certain colors, fonts or other information you would like us to incorporate in your ad to help maintain your company/product's identity.

Basic Layout of Ad Have a certain layout or idea? Sketch it out here.

CONTACT INFO

Ad Rep:	Phone/Ext:	Date Submitted:
Client:	Phone/Ext:	Date needed:
Email address:	Web address:	Run date:

DESIGN SPECIFICATIONS

Size: ____ col x ____ Additional sizes: _____
Color: Full-Color B/W Spot PMS _____

CREATIVE OBJECTIVE

Type of Business: _____
Branding Call to action Special event/sale Other: _____
Please indicate special instructions here: _____

LAYOUT CONCEPT

Notes: _____

CONTACT INFO

Ad Rep:	Phone/Ext:	Date Submitted:
Client:	Phone/Ext:	Date needed:
Email address:	Web address:	Run date:

DESIGN SPECIFICATIONS

Sizes:

Big Box (300x250) Big Box (336x280) Leaderboard (728x90) Small Box (180x150) Icon (90x75)
Gif Animation Static

CREATIVE OBJECTIVE

Type of Business: _____

Online version of print ad Ad# _____ New ad Other: _____

Please indicate special instructions here:

LAYOUT CONCEPT

Notes: _____

CONTACT INFO

Ad Rep: _____ Phone/Ext: _____ Date Submitted: _____
Client: _____ Phone/Ext: _____ Date needed: _____
Email address: _____ Web address: _____ Run date: _____

DESIGN SPECIFICATIONS

Size: _____ col x _____ Additional sizes: _____
Color: Full-Color B/W Spot PMS _____

CREATIVE OBJECTIVE

Type of Business: _____
Branding Call to action Special event/sale Other: _____
Please indicate special instructions here: _____

LAYOUT CONCEPT

Notes: _____

