

How to Design Effective Advertising

- **Be organized:** Attract the reader's eye by using the basic principles of advertising design: proportion, balance, contrast, movement and unity.
- **Grab the reader's attention:** Convey your sales message with a photo and/or headline.
- **Highlight your headline:** It should be easy to find and easy to read. In multiple-line headlines, flush left headlines are easier to read than centered headlines.
- **Include photographs and illustrations to get attention:** When possible, opt for photographs over line art. The more realistic the presentation, the more likely the advertiser is to get attention.
- **Show action:** The most effective presentations show the product in use.
- **Use color:** Grab the reader's attention with either spot color or four-color photos or illustrations.
- **Use white space:** When used properly, white space can give order to an ad, aid its flow and enhance the clarity of its message.
- **Focus on copy:** Break up longer copy with subheads. Set body copy flush left, and limit line lengths to about 40 characters.
- **Limit fonts:** Use no more than three typefaces, and use readable typefaces. In general, serif types are easier to read than sans serif, especially in smaller sizes.
- **Limit reverses:** Reversed-out print does not necessarily harm readership. But, be sure headlines and copy are easy to read and concise.
- **Avoid clutter:** Don't dilute your ad with distracting elements such as loud borders, ALL CAPS, etc.
- **Highlight your logo:** The best logo placement is usually bottom center or bottom right in your ad.
- **Be consistent and build frequency:** Give your ads a consistent identity, a consistent look.
- **Keep it simple:** Whether words alone or words and pictures are being used, a strong benefit-driven message, presented as clearly as possible, is key.

Our talented team of graphic designers are available to you free of charge.

Local Knowledge. Total Coverage.

Call your advertising consultant today at 303.473.1400.