

# Helpful Hints To Create Spectacular Advertisements



# Helpful Hints

This list of helpful hints will help you brainstorm, organize or design amazing advertisements to represent your business.

The hints included are:

- Ad Layout to advertise on your own register tape
- Ad Layout to advertise on someone's register tape
- Artwork
- Corrections
- Example of Purchase Order
- Example of Copy Form

**Ad Layout**, to advertise on your own register tape

This is a way to help you brainstorm your roll. This example is for your business to run specials with in your business. You will want the following key information on your ad. This will keep everything clean and to the point.



# Ad Layout, to advertise on someone's register tape

This is a way to help you brainstorm your ad. This example is for your business to have an offer on a register tape. You will want the following key information on your ad. This will keep everything clean and to the point.



# Artwork

Whether we are designing your advertisement or you are hiring another artist to design it, this list of artwork hints will be helpful. This will help you weed out poor quality submissions.

- Poor and incomplete ad copy will cause a delay in the design process.
- Most common errors are incorrect or missing; phone numbers, addresses, and expiration dates.
- Provide high quality digital, 300dpi, or physical artwork.
- Late artwork submissions need to be properly identified with your program information; City, State, Store and Code (where applicable).
- Physical artwork submissions as a flat form of advertising, are most helpful. ie: business card, postcard, etc...
- Digital artwork is the most acceptable form of artwork submission. Includes file format of JPG, TIF, GIF, EPS, PDF. The resolution should be above 150dpi and no more than 300dpi, this will ensure a crisper final product.
- For artwork camera ready submissions, please stay clear of Word, Works or Publisher. These programs drastically reduce the quality of the artwork provided. It is acceptable to provide a Word, Works or Publisher file as instructions to build your ad or a mock up.
- Keep in mind the size of the ads will be around the size of a business card.

# Corrections

If we are designing your ad for you, we will send you a proof of your ad so you may make any changes needed. We have a few helpful hints to make this process as easy as possible.

- Evaluate all your ads at once and send in all your corrections at one time. This is helpful to ensure no correction gets missed.
- To ensure all corrections are understood, please provide written instructions in an email, scanned copy, or faxed copy. If we have any questions, we will contact you. This will ensure the corrections get done correctly the first time.

# Example of Purchase Order

## My Company LLC

This form must be completed in its entirety when you start a new store.  
Secure a sample roll of paper and ask for a weekly roll use count.

Order Date: 05/14/2013 Ship Date Requested: 05/28/2013

Store Name: My Company LLC

Exact Ship to Address: 1234 Anywhere Street

City: A City State: A State Zip: 12345

Store Directors Name: Andrea Smith

Phone Number: 123-456-7890 Fax: 123-456-7891

One Color blue  Four Color  Thermal  Bond

Roll Size: Width 3 1/8" Length 230' Core Size:   1 1/16 ID   OUT

Number of Rolls to be printed: 500   7/16 ID   IN  
 Other ID \_\_\_\_\_

Advertisers listed in the order they are to appear on the tape strip layout:  
(Use two spaces for a double sized ad)

- |                            |                      |
|----------------------------|----------------------|
| 1. <u>Logo</u>             | 9. <u>Repeat #3</u>  |
| 2. <u>Policy Returns</u>   | 10. <u>Repeat #1</u> |
| 3. <u>Referral Program</u> | 11. <u>Repeat #2</u> |
| 4. <u>Repeat #1</u>        | 12. <u>Repeat #3</u> |
| 5. <u>Repeat #2</u>        | 13. <u>Repeat #1</u> |
| 6. <u>Repeat #3</u>        | 14. <u>Repeat #2</u> |
| 7. <u>Repeat #1</u>        | 15. <u>Repeat #3</u> |
| 8. <u>Repeat #2</u>        | 16. <u>Repeat #1</u> |

We prefer a hard copy of the artwork. If sending information electronically, please use JPG or TIFF format with 150 DPI or higher resolution.

Reset Form

Print Form

Submit by Email

# Example of Copy From

## My Company LLC

### COPY FORM

1. **Less is More** - Simple ads with a powerful message or offer produce the best results.
2. The quality of the ad copy depends on the quality of the logo's, pictures, etc. attached to this form.
3. If the ad is a renewal ad, attach it and indicate any changes to be made.
4. If the ad is from another store program, attach it and indicate the store name, address, city and state where the ad ran.
5. Any copy to be sent by e-mail must be in jpeg format (minimum 300 dpi). Indicate on this form the date sent/to be sent. The email address sent from and sent to. We strongly suggest it not be used.
6. All information on this form must be filled in. Print clearly. Do not use staples or sticky tape, also do not write directly on logo's, pictures, etc. this will change the quality of any scan to be done.
7. The most common copy related errors are incorrect phone numbers, incorrect addresses and missing or incorrect expiration dates. Please keep these in mind as you are filling out copy sheets.
8. Everything needed to create this ad must be indicated with this copy form.

My Company LLC  
1234 ANYWHERE ST  
A CITY, A STATE 12345

SALES PERSON John Doe NEW AD  RENEWAL AD   
 ADVERTISER/COMPANY NAME My Company LLC  
 DISTRIBUTING STORE NAME My Company LLC  
 ADDRESS 1234 Anywhere Street  
 CITY A City STATE A State ZIP 12345  
 PROGRAM ORDER FORM SPACE # or #'s 1  
 REGULAR SIZE AD  DOUBLE SIZE AD

Reset Form

Print Form