



## DESIGNING YOUR DISPLAY AD

In order to help us design your ad, we will need for you to give us some guidance and direction. By supplying us with the items below we can be sure to do a great job for you and your company...

### 1) collateral materials

Your business likely has a logo, which we will need. This must be in a “hi-res” (high resolution) format ready for print (300dpi). Usually, someone will have this stored on a company computer, but sometimes it may be necessary to contact the person who designed it in the first place. You will also need to give us any other design elements you commonly use in your company’s marketing. A good place to look for these items will be with existing advertising, current brochures, flyers, websites, and other such areas. Having these items will help the designer maintain the same brand image as your company projects in its other marketing activities.

### 2) tear sheets/sketches

Another great source can be found by sending us print ad designs you have seen elsewhere for other companies. Simply tear them out of the publication you found them in and scan the ad with any notes clearly written on the page and email to us at [design@opendoordirectories.com](mailto:design@opendoordirectories.com). The more detailed the instruction you give us, the better. Be very clear and specific. You could send us an ad from another company, for example, and make a note that says “replace their logo with ours, and the photo with the one I have attached, and use the text provided in the word document also in this email.” Communication is key here, so do not assume anything – write it down very clearly and plainly.

### 3) pictures

It’s true what they say: a picture really is worth a thousand words! And, a great photo can definitely make your ad. It is important that you supply us with these pictures, however, as we will not be able to spend any time searching stock images for you. Most companies will have some images they commonly use for their marketing and we encourage you to maintain that consistency in your messaging. However, if you would like to go with something new, we recommend that you visit [www.istockphoto.com](http://www.istockphoto.com) to find the necessary images. There are millions of interesting stock photos on this site and the cost is very low. Please purchase files that are at least 300dpi and a minimum size equal to the overall dimensions of your ad. Note: with the popularity of sites such as istockphoto.com we recommend avoiding “highly downloaded images” – those are identified on that particular site with a flame icon on top of the image. Ensure your ad is unique by using a photo few have seen.

### 4) outline

Have a plan in mind before we start designing your ad. Outline for the designer the things you will definitely want to include in your ad. For example, you may be a contractor with no physical address, so you will want to write “print the phone number and website only – not the address.” You will also want to identify the key things about your business. In other words, what makes you different from your competition? We call this your Unique Selling Proposition (USP) and it focuses on the benefits of doing business with your company. Make a list of all of these items in a bullet point form. Note: the temptation is to “write a book”... in advertising, it’s much more effective to keep it short and sweet.

Once you have gathered this information, please send it to [design@opendoordirectories.com](mailto:design@opendoordirectories.com)