

# Tips for Print Ads and Compelling Commercials

Remember: The job of an advertisement is to persuade potential customers to choose your store. Ads need to convince people that it will be a better experience in your store than any other store. Create an ad that details how you will meet the needs of your customer.

## 10 Tips for Formatting a Print Ad

1. People read the newspaper to get the news. Your ad should have a headline. A good headline will encourage readers to continue reading.
2. Instead of using a black and white ad, consider adding at least one color. The use of color has been reported to make an ad 50 to 100% more effective. Go with a four color format if your budget for allows it.
3. For half-page or full-page ads, consider a bleed ad format. These ads are designed without a border or white margin around the image. You may be asked to pay a little more for the ad but you will be repaid with an eye-catching layout.
4. Smaller ads should incorporate a distinctive border.
5. Request that your ad be placed as far forward in the paper as possible and above the fold.
6. Invest in a graphic. More people will respond to an ad with an eye-catching graphic.
7. Experiment with the different newspapers available to you.
8. Test your ads by placing them on different days of the week.
9. Ensure that your logo prints well in the color format that you have chosen for your ad.
10. **Have a call to action!** Tell the reader what to do at the end of the ad. Contact you? Come meet us? Call 555-234-6789.

## 10 Tips for Creating a Compelling Commercial

1. Clean your store!
2. No actors.
3. Everyone is to dress professionally, even if they are not planned to be part of the commercial.
4. Use music only to lead in and to lead out. Do not allow music to compete with your message.
5. Consider using a testimonial that has been recorded live by a customer.
6. In a 30 second commercial, focus on only one to three issues that you want to feature.
7. Use a variety of age groups for customers in the background.
8. Unless your family is part of the staff, keep them out of the ad. (Sorry)
9. Remember that the ad is not about you - it is what you can do for the customer.
10. Finish with a call to action. "Come visit us at..."

Finally, test your ad or commercial by replacing the name of your with the name of your competition. If the ad or commercial still makes sense, throw it away and start over.