

Wedding Guide & Bridal Extravaganza

Building the Best Ad

Tips for Submitting Your Ad

To build your ad for the Wedding Guide we need the following to get started:

- What you want your ad to say
 - o Headline
 - o Tagline
 - o Body copy (Your message to brides. Remember, in most cases less is more.)
 - o Contact information
- Logo (see below for specifications)
- Images/Graphics (see below for specifications)
- Any specific directions (Match our website; Use these colors; etc.)

Tips for an effective ad:

- Make sure your images are clear, properly lit and relevant. Don't submit images of a holiday or corporate event to show brides what you can do for their wedding.
- Brides want to be able to "picture" themselves in your images.
- Keep your look, identity consistent. If all your business cards and post cards have flowers and pink, then your ad should also.
- When creating your headline/tagline, try to come up with two or three words that describe your product/service.
- Try to avoid overused words: perfect, dream, special, unique, etc.
- Don't try to put too much information in the ad. Make it a "tease" so brides are intrigued to find out more about you.

Submitting Photo (for ads or for stock images)

- Resolution: WEB IMAGES CANNOT BE USED. Images should be 300 dpi at a 5" x 7" A photo submitted at 72 DPI must have a 20" x 30" physical size which will convert to 5" x 7" at 300 DPI. We cannot pull images from social media or websites.
- Photos should be JPEGs or TIFFs, not PNGs and GIFs which are website only files.
- Please do not embed your logo or watermark onto the photo. We will give you and/or the photographer photo credit by typesetting the company name next to or on the edge of the photo. If a logo is on the photo, it will be cropped out.

Logo

- Color Mode: CMYK mode. Logos submitted in Pantone colors will be converted. Please be aware some color shifting may occur during the conversion.
- Logos should be submitted in vector format such as EPSs or AI files (Illustrator files)
- Send logo files separately: Please do not send a PDF of a flyer and ask us to pull the logo from the PDF. We cannot accept logos placed in Microsoft Word files. We need the original file not the Word doc. Other unacceptable formats: PNGs and GIFs which are website only files.