



Design Tips for Advertisers



THE BASICS



Include a call to action (for example, ask your audience to “call now,” “find out now,” or “visit us today”).



Consider the audience (parents and/or students) and choose art that is audience-appropriate.



Always include all contact information: website, phone number, address, email, etc.

TRACKING THE TRAFFIC



Use a shortened website link that is trackable (consider a link management program like Bit.ly).



If using a discount code that links to a website, ensure the landing page is live and is suitable to the audience.



If your business experiences a lull in traffic on certain days, include incentives for visitors on those days.

TEXT



Try to place white text on a dark background or dark text on a light background.



Avoid using more than 3 different fonts in one ad. Make sure fonts are legible.



A standard quarter page is less than 2 inches high. Try to use a font size of 10 Pt or larger.



Avoid including too much text, which can render the ad illegible. Use bullet points and easy to read fonts.

IMAGES



Make sure images and logos are sharp without much blur or pixelation. High resolution images are best — 300 dpi is appropriate for print ads.



Do not use school or team logos unless authorized as most have a copyright and are trademarked.



Example Ads

1/4 page

5"x8" guide

Pickup and Delivery

Download our app and receive **\$3 OFF** a delivery order with **CODE 3APP**

Wildcat2Go.com
785-473-7201

1/4 page

8.5"x11" guide

REDWARDEN ONE CALL, AND YOUR DEVICE RECOVERY TEAM IS ACTIVATED!

NO OTHER COMPANY IN THE WORLD OFFERS OUR DEVICE RECOVERY SERVICE!

407-779-2627 redwarden.com Feedback@RedWarden.com

1/2 page

8.5"x11" guide

PARK POINT THE PROVINCE

Where students love living.

APPLY ONLINE TODAY @ AMERICANCAMPUS.COM/ROCHESTER

AMERICAN CAMPUS COMMUNITIES Where students love living.

See office for details.

1/2 page

8.5"x11" guide

NO MATTER HOW FAR THEY WANT TO GO, WE CAN HELP YOU SAVE TO GET THEM THERE.

Whether their goal is Mars or much closer, we can help you set them on the right path to reach their dreams.

LEARN MORE AT CHASE.COM/Personal/Savings

CHASE
MAKE MORE OF WHAT'S YOURS™

University of Rochester
500 Joseph C Wilson Blvd - Todd Union Bldg
Rochester, NY 14627

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