

Building the Perfect Ad

THE PERFECT AD

DO...

- Make your business name prominent.
- Make it easy to contact you.
- Give a specific call to action:
“Book your date by December 12 to get 20% off!”
- Include your website address.
- Display an eye-catching picture.

DON'T...

- Have lots of text. While it's okay to give couples an idea of what you offer, you're still the sales person, not the ad. Print ads serve as an introduction to your business; they're not meant to seal the deal.
- Include lots of pictures. One image can be more impactful than 4 or 5 small photos.

UNDERSTANDING THE SPECS

When setting up an ad for print, you or your designer will need to know the following:

- **Size of the ad.** Written width x height.

For full- or double-page ads only:

- **Bleed size.** It is very difficult to print exactly to the edge, so to achieve this we print a slightly larger area than is needed and then trim the paper down to the final magazine size (trim size).
- **Trim size.** The final size of the magazine after the bleed has been cut off to give it “printed to the edge” look.
- **Live area.** A smaller dimension than the trim size. It is important to pay attention to this because all of your most important information should be inside of this area. Any content outside of this area is in risk of being cut off!

PLAN YOUR AD

- What do you want your message to be?

- Do you have a special offer you can include?

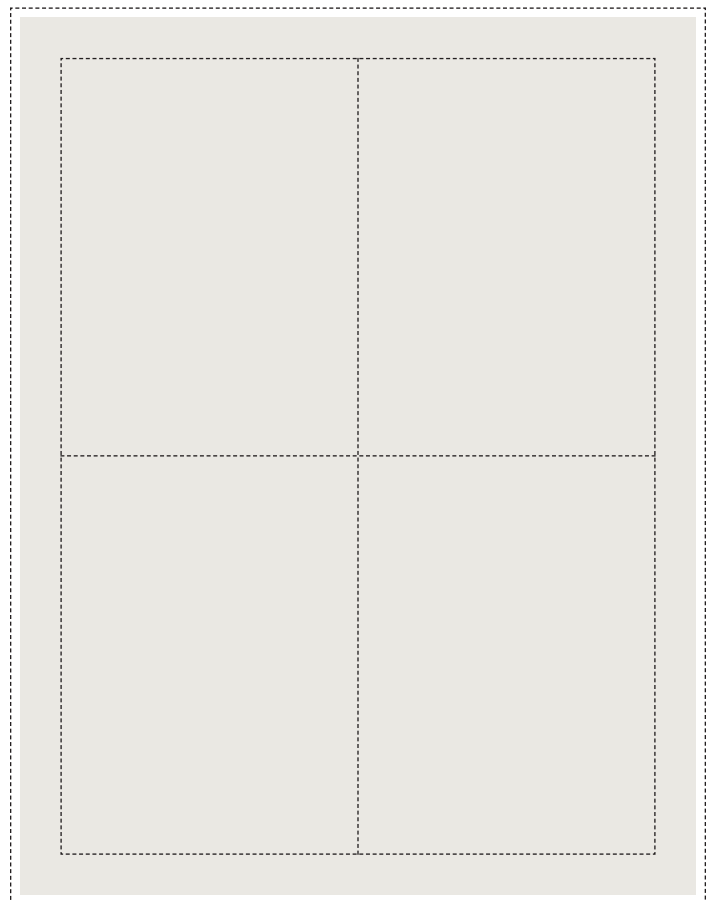
- Include:

Logo

Website _____

Phone Number _____

Address _____



SPECIFICATIONS

- Preferred format - "Press Quality" PDF
- Other acceptable formats - Photoshop, Illustrator, InDesign (all fonts and links included), JPEGs and TIFFs
- Color Mode: CMYK - no RGB, LAB or embedded ICC color profiles; no spot colors
- Maximum ink density - 300%
- DPI - 300

IMPORTANT GUIDELINES

- Do not include crop marks in file.
- Do not set white to overprint.
- Include .125" bleed on full- and double-page ads.
- Keep text .375" from trim on all sides on bleed ads.
- Do not use images pulled from a website.
They are too low quality/resolution for print use!
- Failure to adhere to these specifications may result in job problems or loss of print quality.
- All ads must be created to the exact dimensions of the ad space purchased. TWG may, at its discretion, either reject ads submitted in the wrong size or alter supplied to fit the correct dimensions.
- All partial page ads must include a border.
- Photo credits in ads may only include the name of the photographer (no logos) and may not include contact info such as a web address or phone number.
- Any social media or other third party logos (Facebook, Instagram, etc.) need to be in the original color scheme and format.
- Ads may not mention, graphically or in the text, any magazines, websites, newspapers or any media that TWG deems a competitor. This includes reviews, "Best..." and logos. Recognized professional association logos are permitted, provided they are not associated with any aforementioned media company.

AVAILABLE AD SIZES

All sizes in inches. width x height

Publication Trim Size **8.375 x 10.875**

Double-Page (incl. bleed) 17 x 11.125

Full-Page (incl. bleed) 8.625 x 11.125

Half-Page (horizontal) 7.375 x 4.75

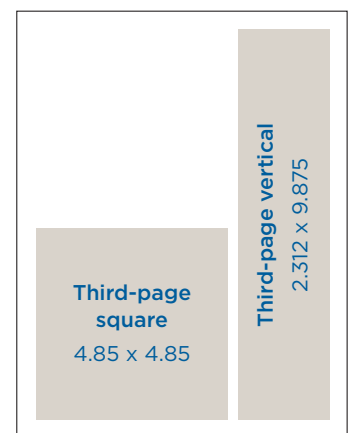
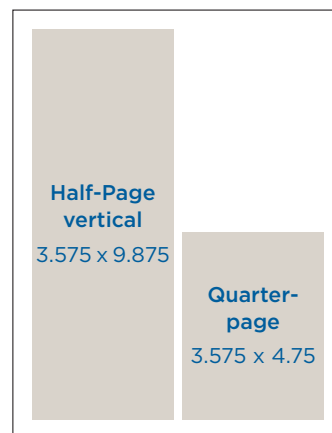
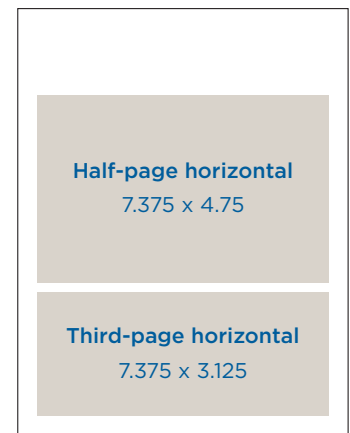
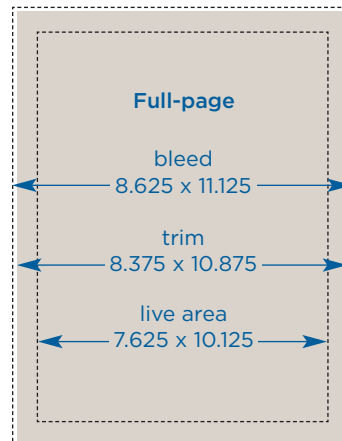
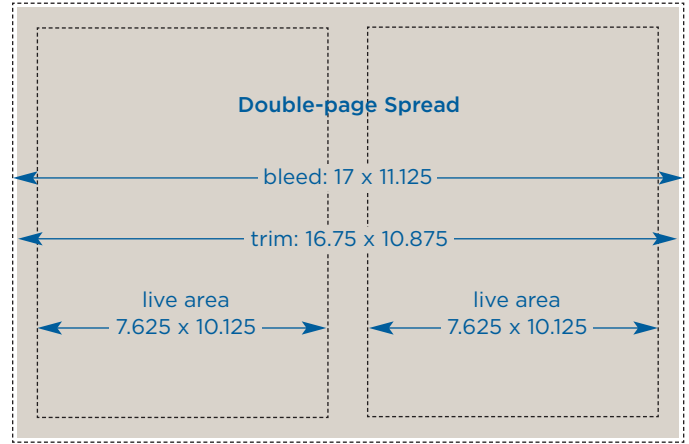
Half-Page (vertical) 3.575 x 9.875

Quarter-Page 3.575 x 4.75

Third-page (horizontal) 7.375 x 3.125

Third-page (vertical) 2.312 x 9.875

Third-page (square) 4.85 x 4.85



UPLOAD YOUR AD TO ► www.uppercasedesigngroup.com

- Click the "upload files" option and follow the instructions. Please fill out form completely or your file will not upload.
- If uploading more than five files, place all files in one folder and Stuff or Zip the folder into one file.
- Name file/folder with your **Company Name**.