

AD DESIGN TIPS & IDEAS *for trade magazine advertisers*

- 1 Include contact information so retailers can immediately place an order or request information.
- 2 Feature a photogenic face or two of people from your target market using your product.
- 3 Make your website prominent; print advertising generates more web searches than any other advertising medium.
- 4 Include your company logo; brand recognition is directly linked to consumer confidence.
- 5 Consider your choice of color. According to KISSmetrics, color is one of the most powerful methods of design and also increases brand name recognition by 80%.
- 6 Show your retail packaging; retailers want to see how it will look when displayed in their store.
- 7 Update your ad in each issue so you can build your brand but give purchasers a different perspective with each ad. Limited products to choose from? Why not show the product from slightly different angles so it looks new, fresh, and exciting? It could give buyers a different impression of your product, even when they recognize it.
- 8 Keep it simple; focus on the most important points of your ad to keep it uncluttered and easy to read.
- 9 Add a "headline" to grab the reader's attention or present a solution to a problem.
- 10 Avoid terms and abbreviations that the reader may not be familiar with.
- 11 Consider a deadline for a special offer to get early orders – not so early that they'll miss the deadline before they see your ad, but not so late that they put it off.
- 12 Present the MSRP so it looks visually attractive and straightforward. Retailers want information to consider whether or not your products would be profitable for them based on their clientele.
- 13 Try different ad layouts for the best results. - we make it easy to update your ad in each issue.
- 14 Track your ad response by linking your URL to a landing page, or adding a unique phone number. to your ad.