

# Designing a Print Ad

When you consider that half a second is the time an average reader gives an ad before making the decision to read on, you can see the importance of having a strong print advertising message. While a television ad unfolds to tell a story, a print ad is seen all at once and therefore must stop the reader in a split second.

## Tips For Designing the Ad

- There are five things that your ad should do: gain the reader's attention, create interest to read the whole ad, make them desire to purchase your product or service, convince them to make the purchase and ask for their business.
- Take a look to see what competitors are doing. Concentrate on strengths and weaknesses. Think about what you can do better.
- Try to keep the layout simple and uncluttered. Too much clutter will confuse the readers and they will simply bypass the ad.
- Try to write a heading or slogan for the ad that focuses on what you are trying to promote.
- Include features (what the product does) in the ad, but try to concentrate more on benefits (what it will do for the customer). Make sure the ad tells the reader what's in it for them.
- Common benefits that entice people to buy are pride of ownership, savings and economy, love and affection, security and protection and luxury and convenience.
- Ask yourself what you as the reader would have to see in this ad to make you want to purchase the product or service.
- Stand back from your ad and view the content and layout. Think of the ad as a billboard and ask yourself what stands out the most in the ad.

When you determine what it is, make sure that this is what you want to be most prominently displayed.

- Merchandising ads should include multiple items. A newspaper has a shelf life of a few days in the home, so if you have the product or service lines to do so, try to entice every member of the family. This should generate more response to the ad.

## For More Information

**Internet:**

<http://desktoppub.about.com/cs/ads>

<http://desktoppub.about.com/library/weekly/aa112097.htm>