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## Helpful Tips for Creating Your Advertisements

In the Chamber's continuing efforts to put Algoma's best foot forward, the 2024 edition of the Friendly Algoma guidebook is getting a redesign! Meetings with the printer have already happened and preparations are underway to put out a guidebook that is sure to attract even more visitors to our area.

Some of you have marketing departments who handle your ad copy but for those who don't, whether you are creating your own ads or the Chamber is creating them for you, here are a few helpful tips on how to up your ad game for the improved Friendly Algoma.

- **Use high-quality, current pictures from your own business/organization.** Show your audience your best side with clear, current photos that tell your story in one glance. Photos with people in them are encouraged (be sure to get a photo release). Avoid outdated and blurry photos.
- **Keep it simple!** One or two larger images are better than many small images. Focus on a couple of strong images to convey your message and remember to include your logo as part of the overall design and not as the main focus.

The same goes for text. Create a strong headline and sub-headline and remember to allow space for the essentials (address, phone, email, website – see below). Oftentimes, less is more. Too many images and too much text can make it hard to read.

- **Use easy-to-read fonts with contrasting colors.** While fancy fonts can be nice, using easy-to-read fonts that are the proper size and color is best to convey your message in print. Your text color should be in high contrast to the background color for ease of reading. A good rule of thumb is to use no more than three different fonts, especially in a small ad space.

- **Use a color scheme that fits the personality of your business/organization.** The go-to color scheme is often to match your logo or even your building. If you are having trouble with colors that work well together, you can use the free color palette tool at <https://paletton.com/>.

- **Use white space.** While the inclination may be to include as much information as possible in your ad, the use of white (blank) space can help guide the viewer to what is important rather than having clutter. White space can help viewers know where to look and find the exact message you are trying to convey.

- **Have a call to action.** This could be a short sentence or phrase to urge visitors or customers to go to your business.

- Ex. "Stop in today!" or "Call now!" or "Enjoy our (service of business)"

- **Make sure to include important information such as:**

- Phone number
- Email address
- Location (read address, city and state)
- Website
- Social Media

You may be surprised to know that many ads do not include all of this important information. Pretend that everyone in the audience doesn't know who or where you are to be sure you include everything anyone needs to know to do business with or contact you.

## Resources

**Canva** <https://www.canva.com/>

If you are creating your own ad and do not have a program like Adobe Illustrator, try out Canva. It is free to use (there is a premium version too). You can customize a template including correct dimensions and with your own images and text and then download the high-resolution PDF needed for the Friendly Algoma.

## The Fool-proof Checklist For Creating Great Magazine Ads

We found this article useful as a 10-point checklist to be sure your ad has all the necessary information and a little flair to boot.

<https://www.newstylemedia.com.au/the-fool-proof-checklist-for-creating-great-magazine-ads/>

## Examples of the Dos and Don'ts of Your Ad Creation

Do



This advertisement for Country View Restaurant features a large, circular image of fried chicken and green beans. The text is clear and professional, using a mix of bold and regular fonts. The background is a solid orange color with a subtle pattern of small dots. The restaurant's name is prominently displayed in a large, stylized font. The tagline is centered and easy to read. The hours of operation are listed in a separate box, and the contact information is at the bottom.

**Country View**  
**RESTAURANT**

Enjoy our homestyle  
Southern cooking with the  
warm family vibes.

**Hours:**  
Wednesday - Sunday  
10am-7pm

+123-456-7890  
Goose Lane, Algoma, WI 54201

Don't



This advertisement for Country View Restaurant is cluttered and unprofessional. It features a mix of fonts, colors, and images that do not work well together. The text is often underlined or italicized, and the overall layout is confusing. The background is a light blue color with a subtle pattern of small dots. The restaurant's name is prominently displayed in a large, stylized font. The tagline is centered and easy to read. The hours of operation are listed in a separate box, and the contact information is at the bottom.

Country View  
Restaurant

Bringing the homestyle cooking with  
the warm family vibes.

Excellent  
homemade  
food!

Family  
friendly  
staff!

Open Wednesday  
through Sunday from  
10am-7pm!

Goose Lane, Algoma, WI 54201  
We're excited to have you!