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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 was redesigned! Meetings with the printer have already happened and preparations are underway to put out another guidebook in 2025 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 Avoid outdated and blurry photos.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



The advertisement features a large circular image of a plate of fried chicken and green beans. Below it is a red circular logo with a white flame and the text "COUNTRY VIEW". The main text reads "Country View RESTAURANT" in a mix of script and bold sans-serif fonts. Below that is the tagline "Enjoy our homestyle Southern cooking with the warm family vibes." A brown rounded rectangle contains the hours "Wednesday - Sunday 10am-7pm". At the bottom, a phone icon is next to "+123-456-7890" and a location pin icon is next to "Goose Lane, Algoma, WI 54201".

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



The advertisement has a light blue, textured background. The title "Country View Restaurant" is written in a purple script font. Below it is a dashed line and the tagline "Bringing the homestyle cooking with the warm family vibes." in purple. Two columns of text describe "Excellent homecooked food!" and "Family friendly staff!". Below this are two small images: a plate of food and a group of restaurant staff. The hours "Open Wednesday through Sunday from 10am-7pm!" are written in blue. At the bottom, there is an image of a family and the address "Goose Lane, Algoma, WI 54201" in yellow, followed by the phrase "We're excited to have you!" in blue.

Country View
Restaurant

Bringing the homestyle cooking with
the warm family vibes.

Excellent
homecooked
food!

Family
friendly
staff!

Open Wednesday
through Sunday from
10am-7pm!

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