

Village Voices Publishing

We want your advert to look as good as possible, so here are a few helpful tips:

How to write a good advert:

- (1) Put yourself in the shoes of a potential customer - what information do they need to make them want to respond to your advert? Make it clear what you do or what you are selling.
- (2) Why are you different from your competitors?
- (3) Keep it simple! Readers don't have the time to wade through lots of details. You can always tell them more when they contact you.
- (4) Make it easy to read so only use capitals at the beginning of sentences and for names or for special emphasis.
- (5) Make it clear how readers can take action, e.g. call for a free sample/quote. And make it easy for them with phone numbers clearly displayed.

Eye-catching headlines:

Your headline needs to grab the reader's attention. Put yourself in their shoes.

Consider: Bloggs & Co Widget makers

Or: How to save money on your widgets!

Which would catch your eye?

Some suggestions:

- (1) Consider using words such as how or why in your headline, e.g. Why do over 85% of Village Voices Publishing advertisers re-book their advertisements each month?
- (2) Give reasons why, e.g. Ten reasons why advertising with Village Voices Publishing works...
- (3) Identify who you want to read your advert, e.g. Business owners - do you want to increase your sales in Strood and on the Hoo Peninsula?
- (4) Use power words like "save" or "we guarantee".

Guidance on what is legally acceptable in your advertising is available from the Committee of Advertising Practice (www.cap.org.uk).

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Consistency:

To get through to prospects you need to be persistent and consistent. Often advertisers try something for a short period of time and because it doesn't bring immediate results they stop. Obviously budget has a role to play, but the initial investment could be completely wasted if the activity isn't given a real chance to work. We recommend that you run the advert for at least three issues before you evaluate the results.

When you have decided what you want in your advert design please send us your clear brief by email or post (addresses below). Please be precise so that our designer understands exactly what you want. Write out the text you want to go in the advert. Tell us what are the most important elements or the things you want to stand out. Tell us if you want us to use particular type faces. Bear in mind that if you send a Word, Publisher or Powerpoint document then what we receive at our end may not look as you sent it.

Logos:

Please supply logos as .pdf or .jpg images. We can sometimes use logos from websites but the quality of the printed result is usually poor.

Photos:

Please supply as .jpg images, at least 300 dpi resolution. Again photos from websites will give poor quality. Please ensure you have permission to use all images which you supply to us.

Proofs:

We will provide one electronic proof for you to check and amend. Further amendments may be charged for (excluding errors on our part).

Please phone Village Voices Publishing on 01634 255694 if you need help with design or copywriting. We want to work with you to make sure your advert brings results!

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