

Creating An Attractive Advertising Message

There are a number of things to keep in mind when designing your advertising message. First, limit your information to that which is most vital. Each calendar style we offer has a limited amount of advertising space and placing too much information within that space will mean your ad message loses viewer impact. Second, keep in mind to whom you plan to give the calendars and what information they need to know. And thirdly, use colors, logos and graphics sparingly and only when necessary to emphasize an important corporate identity.

Consider some of these layout styles (designed for the typical appointment wall calendar) for ideas in laying out your advertising message:

DESIGN #1

This layout features a bold mainline (company name) to allow the business name to stand out along with the company phone number.

WILLIAMS ELECTRIC INC.

Heating & Air Conditioning

493-9615

501 Haven Ave. Amstutz, VA

SARA'S TAN & TRIM SALON

"Your Tan Is A Reflection Of Us"

OPEN MONDAY - FRIDAY 8AM - 5PM SATURDAY 9AM-5PM
3421 THOMAS DRIVE

888-5578

DESIGN #2

This layout features a bold mainline (company name) and a prominent business slogan, plus store hours and other necessary business information.

LINCOLN PERSONNEL SERVICES

Accounting Clerical Manufacturing
 Medical Administrative Sales

555-1123

1325 Lakeshore Drive Evansville, Indiana

DESIGN #3

This layout features a listing of products or services as a main characteristic of the ad layout.

GERALD F. MURPHY, CLU

FRANKLIN INSURANCE COMPANY

Business • Homeowners • Auto • Life

1610 STEUBEN DRIVE 782-2875 OTTAWA, NM

DESIGN #4

This layout features a large mainline (company name or personal name) best used for when name recognition is vitally important.

DESIGN #5

This layout features an advertising design for a business with multiple store locations.

DESCHUTES COUNTY OFFICE SUPPLY

"Serving the Greater Bend area Since 1956"

3 Branches to Serve Your Total Office Needs

501 STORY ROAD	417633 CORK AVE.	9199 SMITH
REDMOND, OREGON	MADRAS, OREGON	BEND, OREGON
03-961-0155	503-541-0161	503-637-8507



PO Box 25, Kenyon, MN 55053-0025
1-800-458-8334

DESIGN #6

This layout features a logo (centered, flush left, flush right, or placed anywhere on the ad layout) along with a customer's promotional copy or message. To place a logo there is no extra charge if supplied clean, camera-ready.

Here's a few points to remember when submitting artwork for your order via the Internet: All artwork should be e-mailed to artwork@OutsideConnections.com referencing the time and the order name for the art. The file should be in an EPS, TIFF or Vectorized format compressed for transmission, if the file is large. PDF files are acceptable only if the original artwork is prepared in a graphics program and the editing capabilities have been preserved. The preferred format for all artwork is EPS with outlines created for all font elements. Call (866) 877-4879 with questions.