BUSINESS **OPTIMIZER**
The best tips for your office life

5 tips
to build a killer print ad

Cath your "Catchline"
Go straight to the point, with a clear message. The most effective advertising is the one that provides a benefit, meets a need or solves a problem.

01

02

Watch the subheads
If the headline must be a grabber, the subheads must be an "explainer", giving the reader additional information.

03

Select the right color scheme and use an update logo
A good graphics must attract the customers's attention and pass the right message.

Use Print-Friendly images and media
Make sure that all of your designs and photos are print ready, opyright free and have 300 DPI minimum.

04

05

Provide something in return
A contest, a QR Code, a discount voucher... choose your way to keep the engagement with the readers going. Give them something to remember.

And remember, there are 10 reasons to say "GO" to print Ads:

#1 – Developing markets are playing an increasingly critical role in global media growth

#2– Big Titles like New York magazine, The Nation and The Atlantic are all returning **growth figures are growing**

#3– 7 out of 10 college graduates read a print newspaper

#4– Print is **more trusted**

#5– You're competing with **less noise**

#6– The physicality of print means you have **more than one shot**

#7– You have **much greater control** over who you are advertising next to

#8– Direct Mail has **better open rates** than email

#9– Direct Mail has **better response rates** than email

#10– It isn't an either/or equation: **a blend is best**

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