

## **We want your advert to look as good as possible – the better it is, the more business for you and us!**

### **How to write a good advert**

- 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.
- Why are you different from your competitors?
- Keep it simple – readers don't have the time to wade through lots of detail. You can always tell them more when they contact you.
- Make it easy to read so only use capitals at the beginning of sentences and for names or for special emphasis.
- Make it clear how readers can take action e.g call for a free sample/quote, visit our web site. And make it easy for them with phone numbers and web site addresses.

### **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:**

- Consider using words such as how or why in your headline e.g. Why do approximately 80% of Emporium customers rebook?
- Give reasons why e.g. Ten reasons why advertising with Emporium magazines works.....
- Identify who you want to read your advert e.g. Business owners – do you want to increase your sales in the Northamptonshire villages?
- 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](http://www.cap.org.uk)**

### **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 here – 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 3 issues before you evaluate the results.

When you have decided what you want in your advert please send us your brief by email. Please be clear and 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 us a Word, Publisher or Powerpoint document then what we receive at our end may not look as you sent it.

*continued over.....*



### **Logos**

Please supply logos as .pdf, .jpg or .tif images. Ideally we would like logos to be supplied as .ai or .eps files, but we realise that this is not always possible. We can sometimes use logos from web sites but the quality of the printed result would be poor.

### **Photos**

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

### **Design information**

Our design service available for a minimum charge of £15+VAT for a single issue booking, depending on the amount of work involved. Design is free for bookings of 3 issues or more. We may be able to adapt an existing advert and will advise you in advance of any charges.

Give us a call on 01621 858412 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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