

# 5-Elements of Print Ads

# 1. Headline

Create a Stop-the-Presses Headline

- Headline or artwork needs to be the strongest part of your ad
- Stop the reader in their tracks
- What is the Key Benefit?
- What is the main message you want to convey?

New / Improved / Different  
Good Price / Now Available  
Limited Time Offer /

## 2. Artwork

The Art & Words Work Together

- Start with what comes to mind
- Feedback from design colleagues is helpful
- Advertising by committee is NEVER a good idea unless you want lots of confusing suggestions
- Collaborating with one other person is much more productive as long as both are willing to let go of an idea for a better one

## 3. Write the Copy

**Ad copy includes all the words in the body of the ad such as subtitles, product info (features / benefits), offer, call-to-action — except the headline, tag line or company address**

- You don't have room to make a sales pitch, but short paragraphs should contain common elements of advertising copy
- An intro sentence that plays off the headline
- Include one or two supporting sentences
- A Call-to-Action (CTA) makes the reader want to take action and learn more
- Consider any legal copy required by law
- Are there any expiration dates?

## 4. What's the Next Step?

### Call-to-Action

- The Call-to-Action (CTA) gives readers a nudge
  - Call a Number
  - Go to this Website
  - Download a Free Whitepaper or Brochure
- Make the Offer Compelling
- Telling specific action helps those hesitating or planning to look into it later to do it now — so does the word FREE — if you can find something to give away.

## 4. What's the Next Step?

### Call-to-Action

- Guides the reader to take a specific action such as:
  - Make a phone call to learn more
  - Visit a physical or online store or a social media site
- Create a sense of urgency to act before the offer expires:
  - Phrases like “call today” or “this offer expires” to direct the reader to respond to your ad immediately

## 5. Sign Off with Your Logo

**This is your signature.**

Remember great ads you've seen but you can't recall the advertiser?

**You don't want to be one of those.**

- Prominently Display
  - Logo
  - Address
  - Phone
  - Website