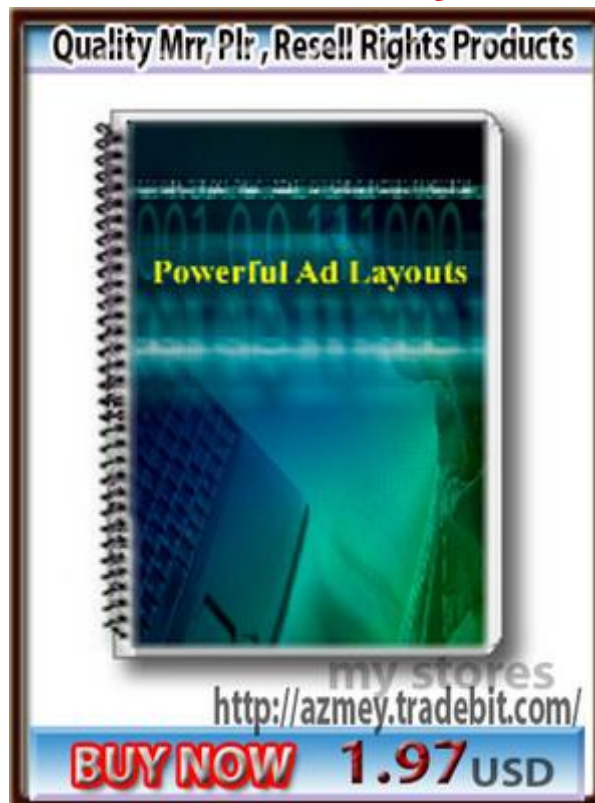


Powerful_ad_layouts



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He that controls others may be powerful, but he who has mastered himself is mightier still. - Lao Tsu

Anyone can lay out a good ad. Anyone! You don't need years of graphics arts or marketing instructions. All you need to do is to remember some simple tips that can turn a drab, mediocre ad into a powerful order-pulling masterpiece. First of all, there are two ways to build an ad: Either fill it with text; Or- leave plenty of open space. Both ways are good, depending on the type of product or service you're selling, and the crowd you're trying to reach. If you're selling a product directly from your ad, and it requires a lot of explanation or description, pack that ad full of text. This will create a block of gray text which will not stand out to the eye, so you'll need to put a strong black border around your ad. If you're trying to solicit responses, which you'll follow up with more information, cut the text in your ad to a minimum. The white space in your ad will draw the eye, so you won't need as strong a border. You still should put a border around the ad, but a thin double line will do- So as not to attract attention away from the message of the ad. Advertising in the Right Publication- Although this may sound a little silly and you think it is only common sense to know this; people will often overlook this fact when choosing the publication they will be

advertising in. Instead, they will look for the lowest price for the amount of circulation they receive. Unfortunately, this does not work out. Even though you need to look for good deals that make it easy on your pocketbook, you will be throwing money away if you don't pre-qualify the publication you choose. DOWNLOAD NOW FOR MORE INFO!

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