

WOW

Capturing life in Northwest Tampa

www.westchasewow.com

ADVERTISING INFO

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All ad materials are due by the 5th of each month.



10 Things to Remember When Creating Your Ad for WOW

1) Consider Your Target Customers

People notice ads more if they target their gender or age group. Profile your ideal customer and emphasize the benefits most appealing to your ideal customers. The ad should focus on the needs of the customer, not on the business or the owner, but on what positive benefits the customer would receive from the transaction.

2) Use Simplicity to Stand Out

Make your ads distinctive with unusual art, layout, and typefaces. The layout should carry the reader's eye from the most significant element to the least important. Avoid using too much text, too many fonts and keep your ads appearance consistent.

3) Use a Dominant Element

A large picture or headline ensures the reader will pay attention to your ad. Photos of real people or action tend to get more attention, as do photos of local people or places. Color attracts the eye, but an ad that's cramped will push the eye away. The primary visual is often more important than the headline. Consider a photo or graphic that effectively communicates customer benefits.

4) Let White Space Work for You

White space focuses the reader's attention wherever you want it on the ad. White space also makes the headline and illustration stand out. Remember, editorial copy and other ads will surround your ad; keep your ad simple, so it gets noticed.

5) Make the Headline Count

Use a compelling headline to feature the main benefit for your customer. Present the emotional reason to purchase your product/service or the specific performance component customers seek.

6) Make the Copy Complete

Develop a picture of your target customer and write your copy as if you were talking to them. Everyone understands simple language, so you should write plainly. Make your writing style lively, and make readers feel they already own or use the product or service.

7) Specify Brand and Related Items

Let the reader know if the item you are promoting is a known brand. Provide details about other offerings that link to your product – make two sales instead of one.

8) Urge Readers to Buy Now

Ask for the sale. Inspire action by using "limited supply" or "this week only." Be specific about timelines and expiration dates. Customers want all the facts before they buy and you do not want to ruin a relationship by leaving off expiration dates.

9) Don't Forget Contact Information

Important phone, website, email, address, and required licensing information should be included; however, if a customer will not contact you in that way, simplify the ad by leaving it off.

10) Plan Ad Size Carefully

Attention usually increases with an ad's size. A large ad can hold more photos, logos and colors than a small ad so plan accordingly. Here are some guidelines for recommended headline and body copy word count based on WOW's ad sizes. Note that OutBrain's research indicates that ads with 16 to 18 words have the highest readability.

| Recommended Word Counts | | |
|-------------------------|-------------------|--------------------|
| WOW Ad Size | Headline (#words) | Body Copy (#words) |
| Full Page | 16 maximum | 60 |
| 2/3 Page | 14 maximum | 50 |
| Half Page | 12 maximum | 40 |
| Third Page Square | 10 maximum | 30 |
| Third Page Horizontal | 10 maximum | 30 |
| Third Page Vertical | 10 maximum | 30 |
| Quarter Page | 8 maximum | 25 |
| Sixth Page Horizontal | 6 maximum | 20 |
| Sixth Page Vertical | 6 maximum | 20 |
| Eighth Page | 4 maximum | 10 |