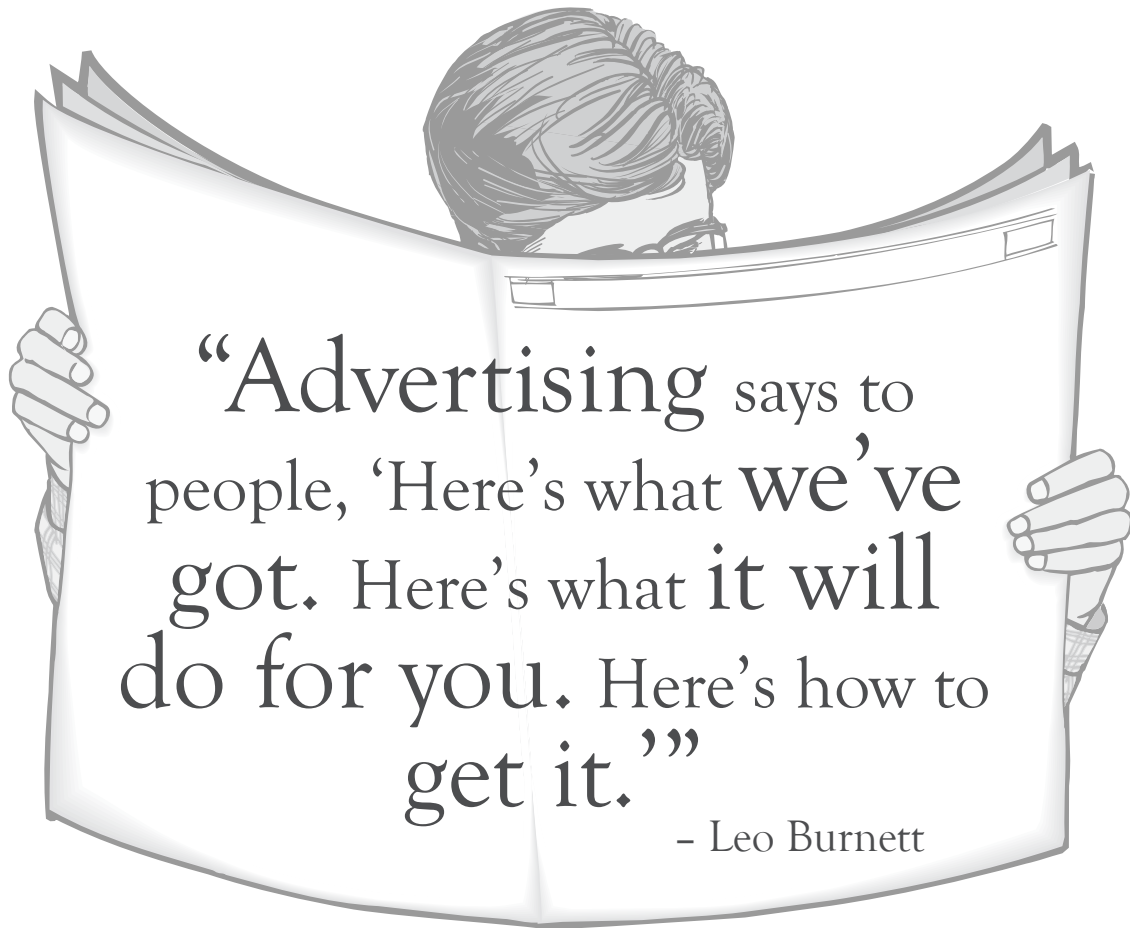


# *Essentials of an* Effective Ad



Newspaper

Advertising

Elk Grove Citizen • The Galt Herald • Laguna Citizen  
River Valley Times • Grapevine Independent

# Essentials *of an*

## A. HEADLINE

A benefit headline is noticed by your customers because it is a benefit to THEM! Used in combination with the artwork the goal is to create attention and interest.

## B. ARTWORK

Use your product and or product benefit. The artwork should clearly show what you are promoting. The goal is to have your prospective customers be able to visualize using your product.

## C. SPECIFIC INFORMATION

Your customers need to know what your product will do for them. Be specific and include only relevant information.

## D. CALL TO ACTION

Your ad should urge your customers to respond. You have invested in your ad for a reason – tell your customers what to do!

## E. SIGNATURE

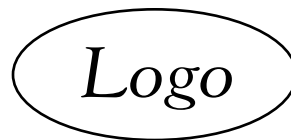
This is where customers will find your name, logo, phone number and address – include a map if you want customers to stop by.

## HEADLINE



Your customers need to know what your product will do for them. Be specific and include only relevant information.

## ***ORDER YOUR PIE TODAY!***



BUSINESS NAME  
000-000-0000  
1234 Address Rd.  
*Directions to business*

# Effective Ad

**BUY NOW PAY LATER**

2005 CLK350 Cabriolet

Save \$4,525

MSRP.....\$54,475  
Engine.....3.5L 24-valve V-6 engine  
Net Power.....268 hp @ 6,000 rpm  
Torque.....258 lb-ft @ 2,400 - 5,000 rpm

*Come in for a Test Drive Today!*

 **Dave's Mercedes**  
(000) 555-0000  
1234 Any St, Anytown • Hrs: 7 days 9-5

AIDA =

## The Classic Formula for Effective Ads

Great ads have four things in common – they create Attention, Interest, Desire and Action. When creating ads, keep this simple AIDA formula in mind:

**A = ATTENTION**

Grab readers' attention with headlines, type, white space and visuals.

**I = INTEREST**

Make the copy interesting and benefit-oriented.

**D = DESIRE**

Make sure the copy answers readers' most basic question, "What's in it for me?" People read ad copy to find out how your product or service benefits them.

**A = ACTION**

Urge your reader to act now – and make it easy to do so.

# Twelve Things a Good Ad Does

1. Stops the reader from turning the page.
2. Works like a good salesperson by telling potential customers what a product will do for them.
3. Builds on a concept or idea. A reader must instantly recognize the concept being communicated.
4. Sells a product's benefits rather than its features. People buy based on what the product will do for them – not what ingredients it has.
5. Promotes the name of the store while visually creating an image for the store.
6. Speaks to a specific group of people.
7. Provides all the facts a reader needs without providing too many.
8. Conveys its message simply. It is believable and honest.
9. Is supported by good store management, in-store merchandising and good customer service.
10. Remembers who the customer is and what makes that customer buy.
11. Is news. Readers say advertising in newspapers is as important to them as other content. In fact, it's the primary reason why readers seek out good advertising in their local newspapers.
12. Sells answers to consumers' current needs. Advertising sells to people's wants, not just their needs. People need transportation; they want a Mercedes. They need clothing; they want Polo.

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