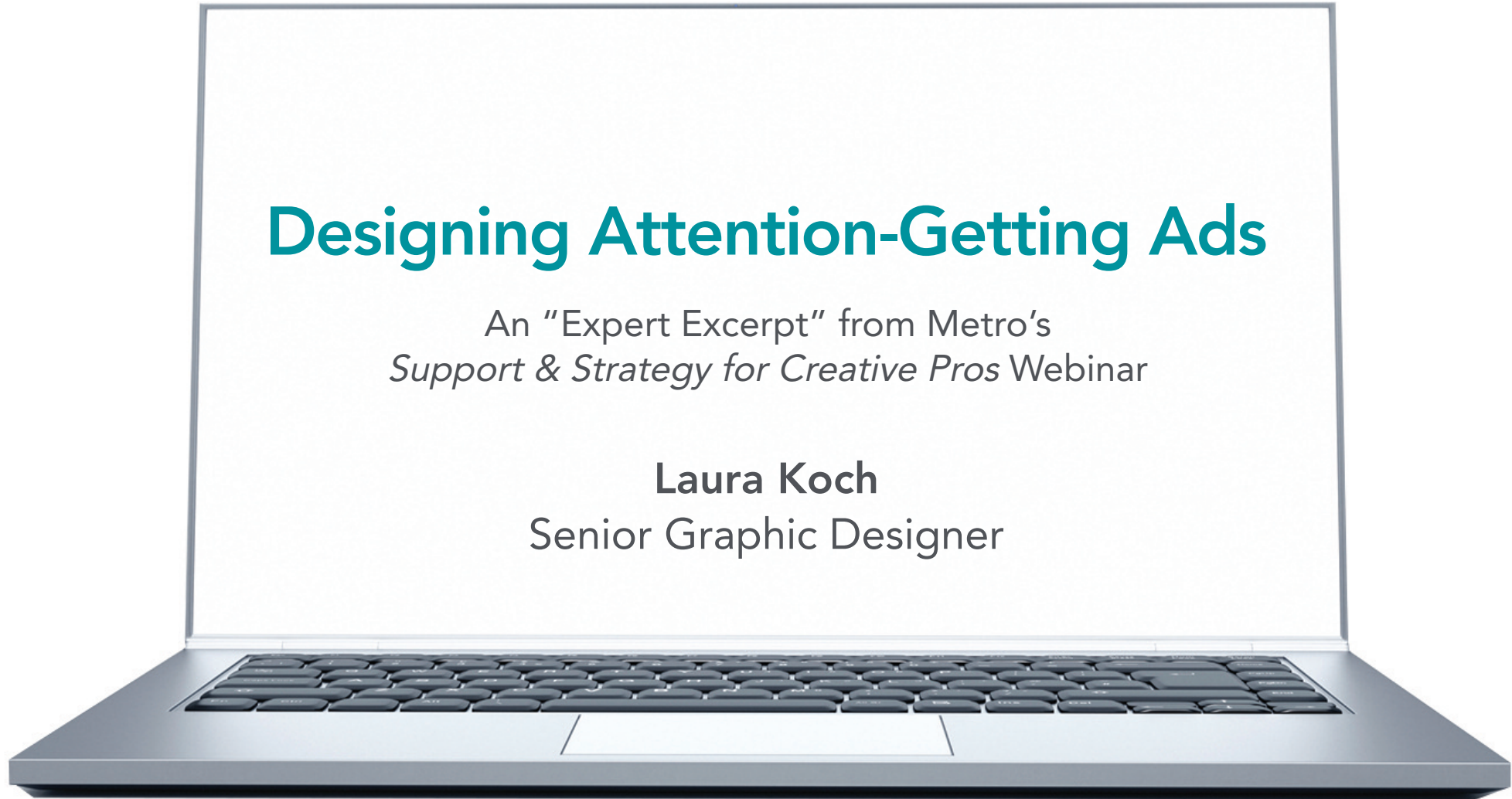


Designing Attention-Getting Ads

An "Expert Excerpt" from Metro's
Support & Strategy for Creative Pros Webinar

Laura Koch
Senior Graphic Designer



MERGING COPY AND ART

- The message and artwork should work together
- Quick comprehension of purpose
- Both should demand attention and draw you in
- Look should match the advertiser
- Choose the right fonts to match the message and artwork

These Deals Are the Talk of the Town
Stop in and see what's new this week!

Merchandise Item Here
details and description here
\$00.00

Merchandise Item Here
details and description here
\$00.00

Merchandise Item Here
details and description here
\$00.00

Merchandise Item Here
details and description here
\$00.00

Merchandise Item Here
details and description here
\$00.00

Advised offers good through 00.00.23. List details, terms and conditions here.

General Retail Store
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

PETALS, PLANTS & Pretty Things

Make us your local florist and gift boutique for every occasion!

- Free gift wrapping
- Delivery available
- Events & weddings
- Fresh quality guaranteed

Open 11-7
Closed Mondays

Flora
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

You've Earned It. Now Enjoy It.

Personalized trust, estate and asset management services delivered with expertise and integrity to protect your wealth and wishes.

Name Advisor Here
Credential Here
Credential Here
Credential Here

Innova Investment Management & Planning
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Buh-Bye Boring
The new you is waiting.

- Cut & Color Specialists
- Texturizing Treatments
- Hair Extensions
- Styling Consultations

New Clients, Save 10% Off Your First Appointment

Salon Kira
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com
By Appointment Only as a COVID-19 precaution. Call or book online today!

DESIGNING THE AD

10 Elements of a GOOD AD

Appropriate art/image *Appropriate type*

STRONG HEADLINE

clear message

Adequate white space **proper balance** | eye flow

BENEFIT to consumer ←

KISS Keep It Simple, Straightforward

AIDA Attention, Information, Desire, Action

Complete contact info including Web site and social media

- Appropriate image
- Appropriate font
- Strong headline
- Clear message
- Proper balance
- Eye flow
- Adequate white space
- Benefit to the consumer
- Complete contact information
- KISS and AIDA



DESIGNING THE AD

St. Pat's Day After-Party

Top o' the Morning Brunch
Saturday & Sunday, March 18-19
9 a.m.-3 p.m.
Reservations Welcome

Green Eggs
Matcha Pancakes
Corned Beef Hash
Avocado Toast
Potato Pancakes
Reuben Sandwich
Shamrock Smoothies
& Much More

Bottomless Green Beer or
Clover Mimosas
Only \$17
with purchase of brunch entree

Reservations Welcome
(Facebook, Instagram)

Bridgeview Cafe
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

St. Pat's Day After-Party

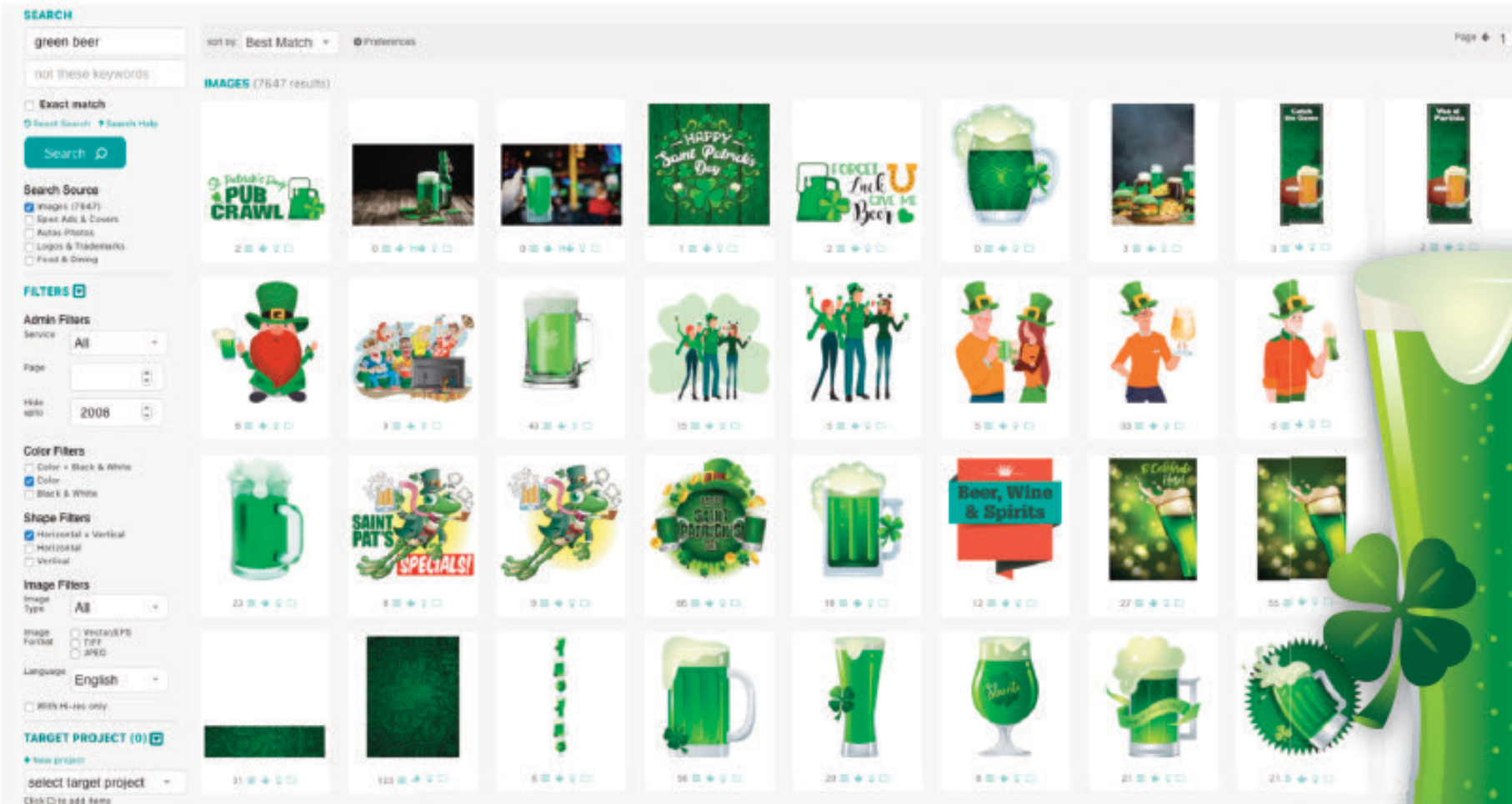
Top o' the Morning Brunch
Saturday & Sunday, March 18-19
9 a.m.-3 p.m.

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Matcha Pancakes
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Bridgeview Cafe
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ST. PAT'S DAY AFTER-PARTY

Top o' the Morning Brunch
Saturday & Sunday,
March 18-19 • 9 a.m.-3 p.m.

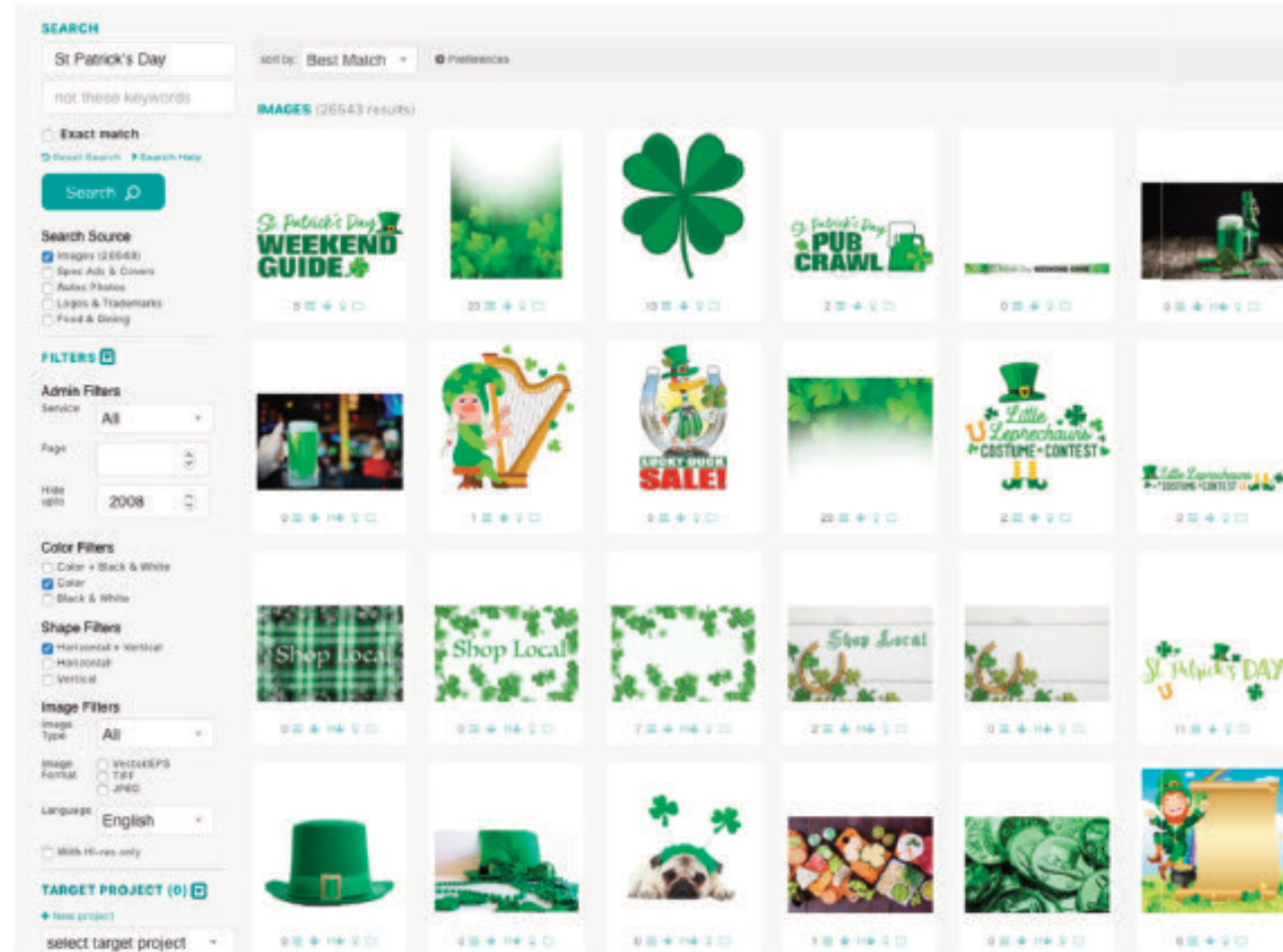
Green Eggs
Matcha Pancakes
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Avocado Toast
Potato Pancakes
Reuben Sandwich
Shamrock Smoothies
& Much More

Bottomless Green Beer
or Clover Mimosas
Only \$17 with purchase of brunch entree

Reservations Welcome

Facebook Instagram Twitter

Bridgeview Cafe
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com



DESIGNING THE AD

Happy Fall!

Autumn has arrived, and the holidays are right around the corner. If you'd like to be celebrating the season in a new home, contact me today to start your search!

Enjoy the delicious aroma and flavor of this warming fall beverage!

Hot Mulled (Sherried) Apple Cider
serves 16

- 1 gallon apple cider
- 1 orange, unpeeled, cut into slices
- 1/4 cup whole cloves
- 4 sticks cinnamon
- 1/4 cup honey, preferably cranberry honey
- 1 cup sherry (optional)

1. Combine the cider, orange slices, cloves, cinnamon, and honey in a large pot over medium heat.
2. If you're serving to adults, consider adding the sherry!

Courtesy of Lanny Marnett
"The Fresh Honey Cookbook"
(Sassy)

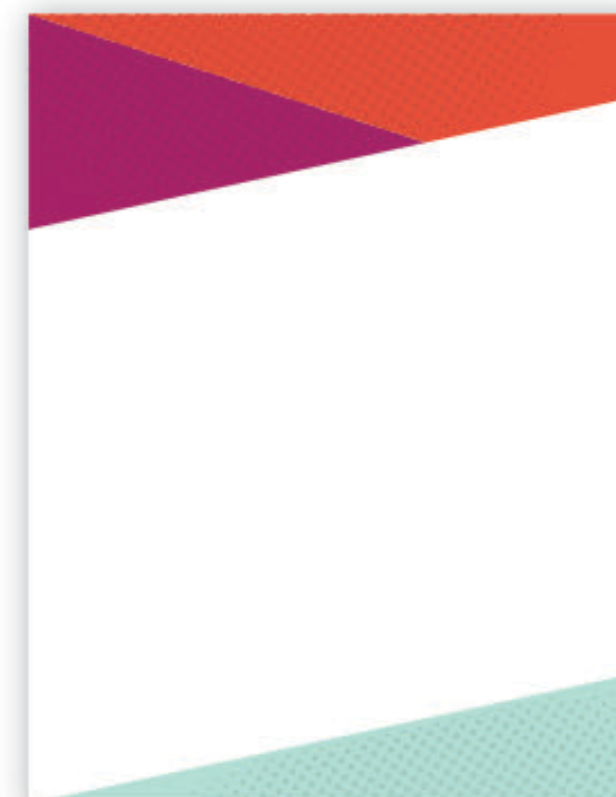
Nancy Hernandez
Real Estate Agent
xx.xxx.xx.00000000

Call, text or email me anytime with questions or to set up your home search!
000.000.0000
name@namewebsite.com

Laurel Circle Properties
www.namewebsite.com



Original Artwork



Happy Spring!

"Great new listings are springing up all over town! If you're ready to make a fresh start in a new home this season, contact me today to begin your personalized property search!"

Nancy Hernandez
Real Estate Agent
xx.xxx.xx.00000000

Call, text or email me anytime with questions or to set up your home search!
000.000.0000
name@namewebsite.com

Laurel Circle Properties
www.namewebsite.com

Take a Coloring Break
Many people find coloring is an enjoyable activity for reducing stress. Give it a try here, and put a spring in your step!



SIMPLE DESIGN STYLES TO FRESHEN UP YOUR ADS

Relax, Enjoy & Get More From Every Day

Fixed Monthly Expenses and Endless Opportunities for Friendship and Fun Make Life a Whole Lot Happier and a Lot Less Stressful!

Private Studio, One-Bedroom & Two-Bedroom Apartments

Restaurant-Style Dining & Happy Hour	Housekeeping & Laundry Service
Movie Theater, Library & Game Room	Scheduled Transportation
Walking Paths & Outdoor Courtyard	On-Site Salon & Boutique
Social Activities & Fitness Classes	Medication Management

Independent Living • Assisted Living • Memory Care • Respite Care • Skilled Nursing

Learn More Today
With a Complimentary Lunch and Tour!
Call to arrange your date, or visit us online for a virtual tour anytime.

Garden Ridge Assisted Living
1234 Washington Street | Somersville Heights | 000-000-0000 | www.namewebsite.com



Curb Appeal

Small Solutions
Minor exterior upgrades that can help sell a home

Taking Sides
Siding materials to consider for your home

Light at Night
What to know about landscape lighting

Vector elements with photos

Spring on the STYLE

Fresh trends now in store for spring and summer!

- Clothing
- Jewelry
- Accessories

Join our rewards program online or at the register for exclusive savings and special offers.

Follow new arrivals @namehandlehere

Little Boutique
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Spring on the STYLE



Shapes and vector elements

SIMPLE DESIGN STYLES TO FRESHEN UP YOUR ADS

Little Leprechauns COSTUME CONTEST

Enter & Vote Through March 15!

Share a photo of your wee lad or lass wearing their most Irish-inspired outfit for a chance to win lucky prizes, plus see your little leprechaun featured in our photo gallery!

Enter & Vote Online at namenewspaper.com/contests or mail your photo with your full name, phone number and email attached to the address below. If you would like your photo returned, be sure to include a self-addressed stamped envelope with your submission. All entries and votes must be received by 5 p.m. on March 02, 2023. Winner Announced on St. Patrick's Day!

Little Leprechauns COSTUME CONTEST

YOUR NAME: _____ CHILD'S FIRST NAME: _____
 ADDRESS: _____
 PHONE NUMBER: _____ EMAIL: _____

One Lucky Contest Winner Will Receive a Valuable Pot o' Prizes,
 Thanks to These Contest Sponsors:

FAMILY RESTAURANT Prize Description Here	KIDS' CLOTHING STORE Prize Description Here	FAMILY AMUSEMENT CENTER Prize Description Here	MOVIE THEATER Prize Description Here
PARTY SUPPLY STORE Prize Description Here	ICE CREAM SHOP Prize Description Here	COFFEE SHOP Prize Description Here	TOY STORE Prize Description Here

NAME NEWSPAPER CONTESTS
 1234 Washington Street Somersville Heights, XY 00000

All entries must be received by mail or online by 02.02.23. Winner will be announced by 03.02.23. See online contest page for complete rules and details.

Blurred background

ENTER & VOTE HERE

Little Leprechauns COSTUME CONTEST

Share a photo of your wee lad or lass wearing their most Irish-inspired outfit for a chance to win lucky prizes!

1234 Washington Street
 Somersville Heights
 000-000-0000
www.namewebsite.com



Grow your skills...
 Advance your career...
 Connect with community...
START AN EXCITING NEW JOB IN MEDIA!

NOW HIRING

Advertising Sales Account Manager

As an account manager, you'll help connect local businesses with our community audience through multimedia print and digital advertising. Work alongside a top-notch creative team and build sales and presentation skills, all while helping businesses in our community thrive.

- Competitive base salary, plus commission
- Health benefits and paid time off
- Paid training program

Qualifications: 1+ years of sales experience, strong communication and organization skills, ability to meet deadlines and work independently to meet revenue goals

The Somersville Press

Local News, Events & Advertising
 print • online • mobile
 000.000.0000 | www.namewebsite.com

Learn More & Apply Online Today

at namenewspaper.com/wearehiring or email your resume and cover letter to name@namenewspaper.com.




Angles for action

March is Women's History Month

We salute inspiring women everywhere!

Please join us in celebrating those who paved the way and those who blaze new trails today.

Name Sponsor
 1234 Washington Street | Somersville Heights
 000-000-0000 | www.namewebsite.com

Color overlay

FROM PRINT TO DIGITAL

Have You Heard?
Quality urgent care is now more accessible than ever!

EXTENDED URGENT CARE HOURS
Monday-Friday 7AM-7PM
Saturday & Sunday 8AM-5PM

- > Short wait times
- > Cash or insurance
- > Pediatric & adult care
- > Appointments available
- > Walk-ins welcome

Somerville Urgent Care
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

Print ad

Have You Heard?
EXTENDED URGENT CARE HOURS
Monday-Friday 7AM-7PM
Saturday & Sunday 8AM-5PM

Somerville Urgent Care
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

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Saturday & Sunday 8AM-5PM

Somerville Urgent Care
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

Web ads

Have You Heard?
EXTENDED URGENT CARE HOURS
Monday-Friday 7AM-7PM
Saturday & Sunday 8AM-5PM

Somerville Urgent Care

Have You Heard?
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Monday-Friday 7AM-7PM
Saturday & Sunday 8AM-5PM

Somerville Urgent Care

Mobile ads

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Saturday & Sunday 8AM-5PM

Somerville Urgent Care
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

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EXTENDED URGENT CARE HOURS
Monday-Friday 7AM-7PM
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Short wait times
Cash or insurance
Pediatric & adult care
Appointments available
Walk-ins welcome

Somerville Urgent Care
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

Scoop Up Big Deals for the Kitchen

+ an extra 20% OFF for good measure!

Sign up online or text "good measure" to 00000 to get your 20% off digital coupon offer sent to your phone or inbox through January 00, 2023.

Discount Home Store
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

Print ad

Scoop Up Big Deals for the Kitchen

+ an extra 20% OFF for good measure!

Discount Home Store
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

Scoop Up Big Deals for the Kitchen

+ an extra 20% OFF for good measure!

Discount Home Store
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

Web ads

Scoop Up Big Deals for the Kitchen

+ an extra 20% OFF for good measure!

Discount Home Store

Scoop Up Big Deals for the Kitchen

+ an extra 20% OFF for good measure!

Discount Home Store

Mobile ads

Scoop Up Big Deals for the Kitchen

+ an extra 20% OFF for good measure!

Discount Home Store
1234 Washington Street | Somerville Heights
000-000-0000 | www.namewebsite.com

+ an extra 20% OFF for good measure!

Discount Home Store
1234 Washington Street
Somerville Heights
000-000-0000
www.namewebsite.com

Sizes

- Rectangle: 300x250
- Leaderboard: 728x90
- Skyscraper: 160x600
- Wide Mobile: 320 x 50
- Mobile: 300x 50

READER ENGAGEMENT - SOCIAL MEDIA



Sizes
Instagram:
1080x1080
Facebook:
1350x1080

METRO *is for Creatives!*

INSPIRATION

COPY IDEAS

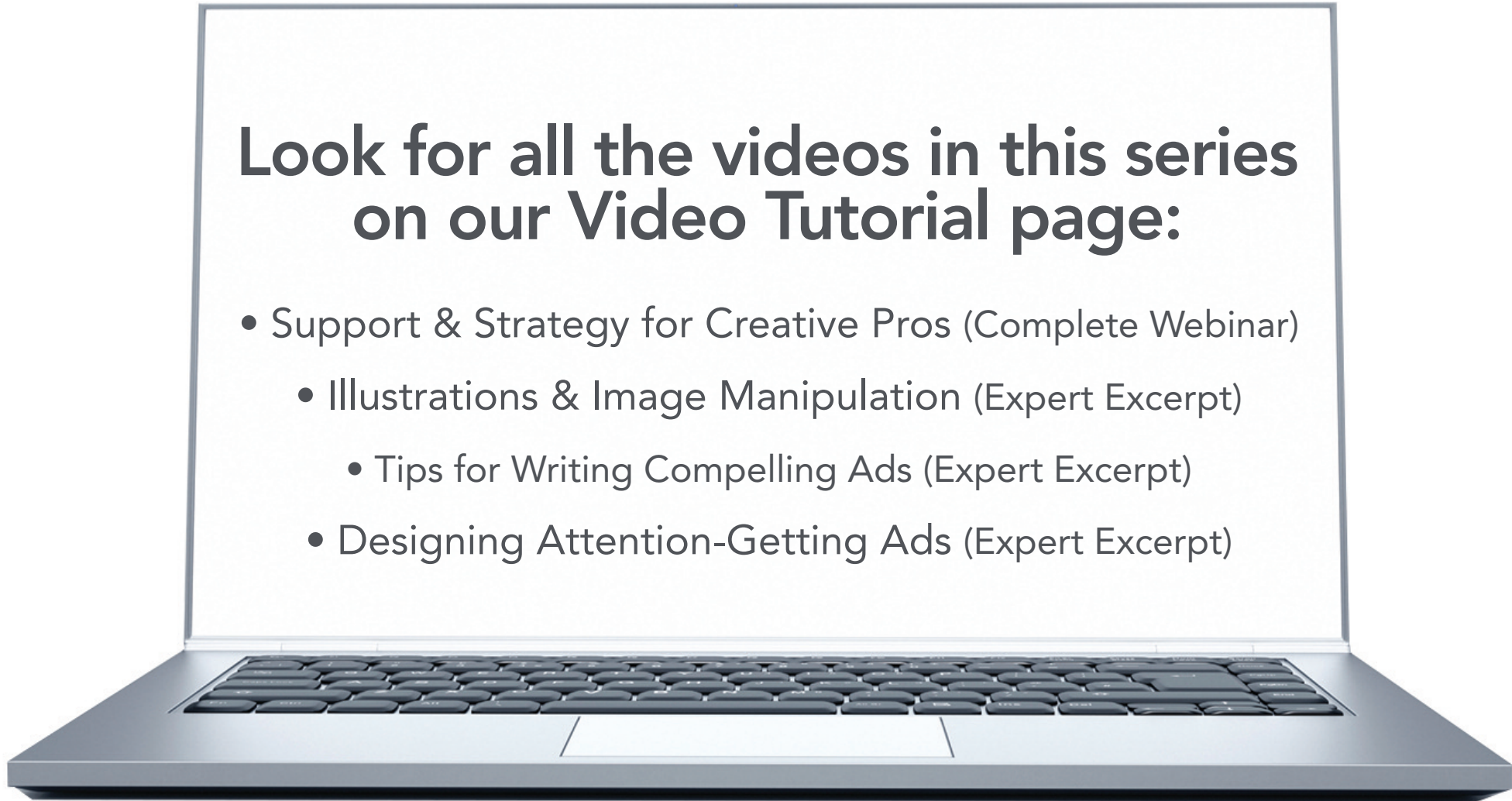
CUSTOMER REQUESTS

COPYRIGHT-FREE FREEDOM!



Look for all the videos in this series on our Video Tutorial page:

- Support & Strategy for Creative Pros (Complete Webinar)
 - Illustrations & Image Manipulation (Expert Excerpt)
 - Tips for Writing Compelling Ads (Expert Excerpt)
 - Designing Attention-Getting Ads (Expert Excerpt)



METRO®

Thank You

Laura Koch, Senior Graphic Designer

LKoch@metro-email.com

800-223-1600