

Techniques in Print & Billboard Advertising

Design and Layout
for Print and Outdoor Ads

Rates and Rate Cards

Los Angeles Family

SIZE	18x	12x	6x	3x	OPEN
Full (A)	\$3667	\$3929	\$4453	\$4819	\$5238
3/4 page (B)	\$2935	\$3145	\$3564	\$3858	\$4193
2/3 page (C)	\$2444	\$2619	\$2969	\$3213	\$3492
1/2 page (D), (E), (N)	\$2070	\$2218	\$2514	\$2720	\$2957
1/3 page (F) & (G)	\$1222	\$1310	\$1484	\$1606	\$1746
1/4 page (H) & (L)	\$1120	\$1200	\$1360	\$1472	\$1599
1/6 page (I) & (J)	\$879	\$943	\$1068	\$1156	\$1256
1/8 page (M)	\$639	\$685	\$777	\$840	\$913
1/12 page (K)	\$359	\$385	\$436	\$472	\$513

South Bay, Conejo Valley/Ventura, Santa Clarita Valley or San Gabriel Valley Family

SIZE	18x	12x	6x	3x	OPEN
Full (A)	\$882	\$944	\$1071	\$1158	\$1259
3/4 page (B)	\$769	\$823	\$934	\$1011	\$1098
2/3 page (C)	\$673	\$720	\$817	\$883	\$960
1/2 page (D), (E), (N)	\$512	\$547	\$621	\$672	\$730
1/3 page (F) & (G)	\$423	\$453	\$513	\$555	\$604
1/4 page (H) & (L)	\$278	\$298	\$336	\$365	\$397
1/6 page (I) & (J)	\$214	\$229	\$259	\$281	\$305
1/8 page (M)	\$158	\$168	\$191	\$206	\$224
1/12 page (K)	\$121	\$130	\$147	\$159	\$173

Socal Combo: South Bay, Conejo Valley/Ventura, Santa Clarita Valley, San Gabriel Valley, and Los Angeles Family

SIZE	18x	12x	6x	3x	OPEN
Full (A)	\$5520	\$5915	\$6703	\$7255	\$7886
3/4 page (B)	\$4565	\$4891	\$5542	\$5999	\$6521
2/3 page (C)	\$3932	\$4213	\$4775	\$5168	\$5617
1/2 page (D), (E), (N)	\$3157	\$3383	\$3834	\$4150	\$4511
1/3 page (F) & (G)	\$2432	\$2606	\$2953	\$3196	\$3474
1/4 page (H) & (L)	\$1711	\$1833	\$2078	\$2249	\$2444
1/6 page (I) & (J)	\$1283	\$1374	\$1558	\$1686	\$1832
1/8 page (M)	\$968	\$1036	\$1175	\$1271	\$1382
1/12 page (K)	\$678	\$725	\$823	\$890	\$968

- Rates are determined by:
 1. Repetition
 2. Circulation (CPI)
 3. Ad Size

Basic Elements of a Print Ad

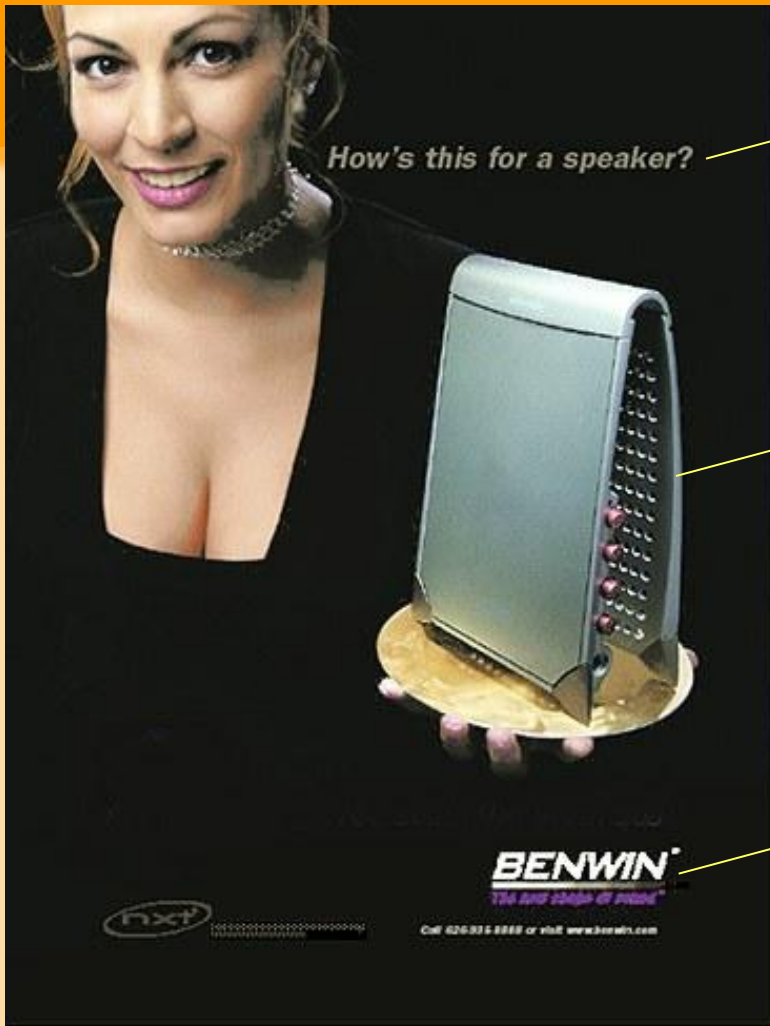
- Visual Focus (Photo)
- Headline
- Body Copy
- Logo

Introduction

- Effective ad design and layout starts with a clear understanding of a project's **goals** and written **content**.
- **Headlines**, body **copy** and assorted **visuals** must already be figured out before you begin

Basic Design Strategies

- Keep your layouts simple
 - E.g. Large picture at the top, headline underneath, body copy in 2 or 3 columns under the headline, logo or address in the bottom right-hand corner.



Headline

Body Content or Photo

Company Logo

Asymmetrical

Basic Design Strategies

- Create Unity
 - Have one central focus or **focal point** where the eye has the tendency to concentrate on which is usually the visual or even the headline.
- Create Symmetrical or Asymmetrical Balance
 - Seesaw analogy

Give your Nokia phone a check-up.



Have your Nokia phone examined-- free of charge*!

From April 24 to May 4, you can have your Nokia handsets* examined by Nokia-trained technicians. Simply go to the Nokia Care Mobile Phone Clinic at Robinsons Place, Manila from 10:00 a.m. to 8:30 p.m. and we'll help keep your phone in tip-top shape!

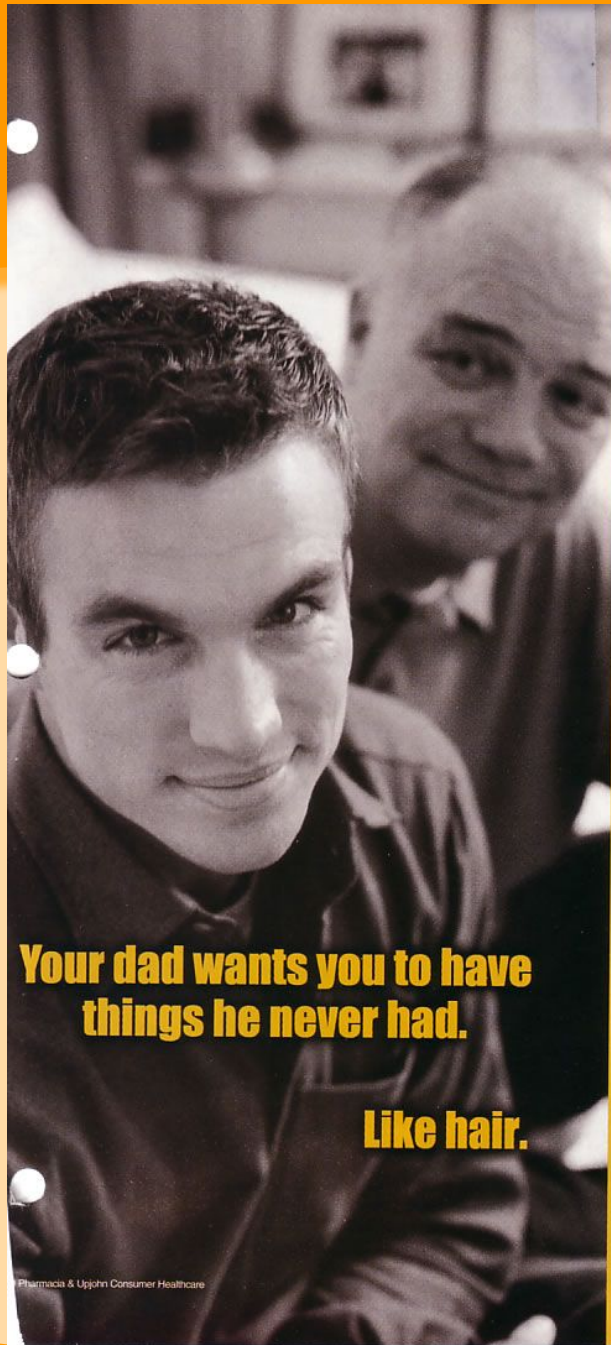
Using fake accessories voids the manufacturer's warranty and could also decrease the specified talktime and standby time of your Nokia mobile phone.

A corresponding charge will be applied to the repair of out of warranty, non-warranty and tampered warranty handsets, as well as, all cosmetic replacements. For inquiries, email us at write_nokia@nokia.com.

*Nokia 3210, 3310, 3330, 3350, 5110, 5110i, 5210, 5510, 6150, 6210, 6250, 6510, 7110, 8210, 8250, 8310, 8850, 8850 Gold, 8855, 8890, 9110, 9110i and 9210
*Free of charge: check-up of all handsets, normal repair of warranty handsets



Symmetrical



**Your dad wants you to have
things he never had.**

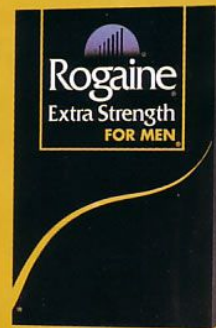
Like hair.

Pharmacia & Upjohn Consumer Healthcare

Hair loss runs in the family.
But it doesn't have to.
Look at your father, your uncle,
your brush, then look at the facts.
Rogaine® is clinically proven to
stimulate and reinvigorate hair
follicles to keep your hair growing.
Use Rogaine at the first signs of
fallout, before you look like you
need it, and Rogaine can help you
keep the hair you have.

Not only do you get to keep
the strong jaw, the smiling eyes,
and the interesting nose your dad
gave you, you'll get to keep the
hair that works so well with them.

Use only as directed. Individual results vary.
Not everyone responds to Rogaine.



**STRONGER
THAN HEREDITY™**

www.rogain.com

Basic Design Strategies

- **Create Contrast**
 - Using contrasting sizes, shapes, lines, typestyles and figures draw attention to key items you want to emphasize

Basic Design Strategies

- **Create Emphasis through Proportion**
 - Important ideas or figures should be emphasized by making them larger, bolder, brighter or essentially different from the main components of the rest of the ads.

Advanced Design Strategies

- Make an easy **path** for the **eye** to follow
- Make effective use of **white space** in your ad
- Use **strong lines** to hold together graphics and body copy.
- Use **light and dark** relationships to create layout interest

Advanced Design Strategies

SAMSUNG

Pix-elated.

Everyone loves the New Digimax U-CA 3.

Digimax U-CA 3

A smaller, lighter digital companion.

The Digimax U-CA 3 is a 3.2 megapixel digital camera with a 6X zoom (3X optical, 3X digital) lens. It also features a flashing seven color function lamp. Some other key, superior still/video functions (such as high-compression movie quality MPEG-4 recording, color effects and voice memos on still images), and PictBridge technology. And, it's the world's first camera to offer a personalized animated 3D character loading screen.

Samsung does it again: The exciting Digimax U-CA 3 digital camera is perfect for today's tech savvy market. Your customers will love it.

World's first camera to offer a personalized, animated 3D character loading screen function.

Black/Black Black/Black Silver/White

Join the Samsung brand wagon. Learn more about our 12 new 2004 models including the award-winning Digimax V-90 at www.samsungamerica.com or by contacting Ken Gerb, Senior Vice President, Sales at 1-800-SNAPSHOT.

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- Eye Path
- Strong Lines
- Light and Dark
- White Spaces

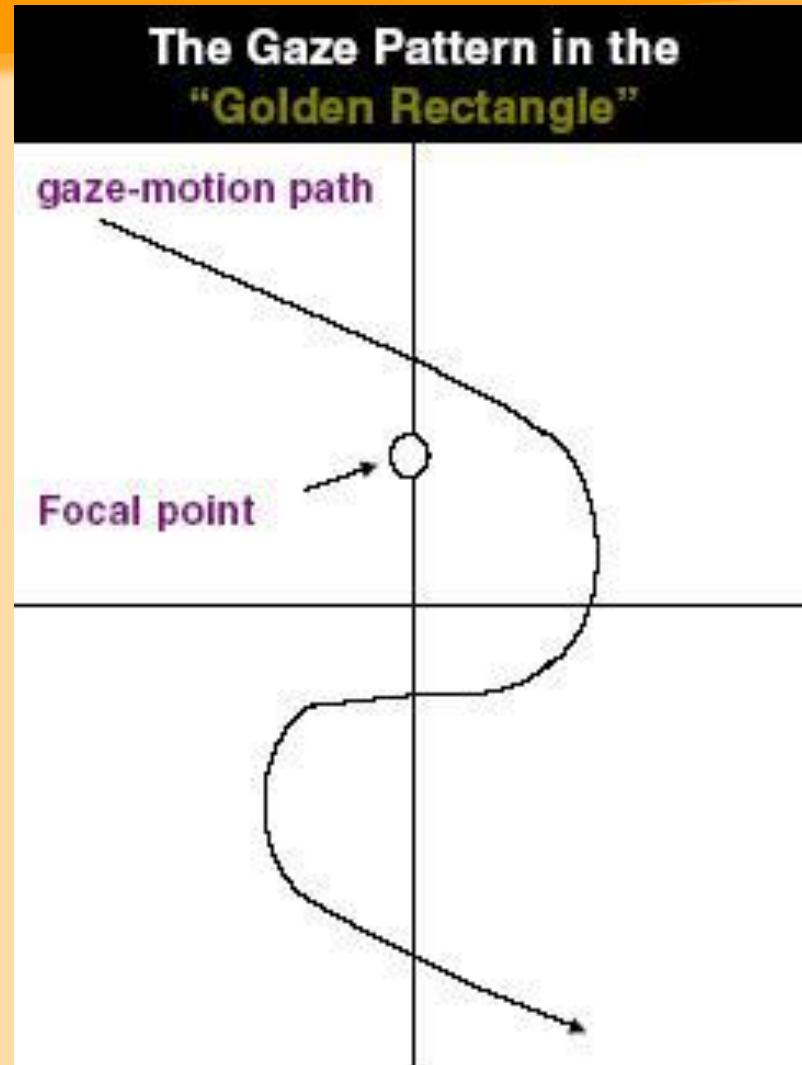
Advanced Design Strategies

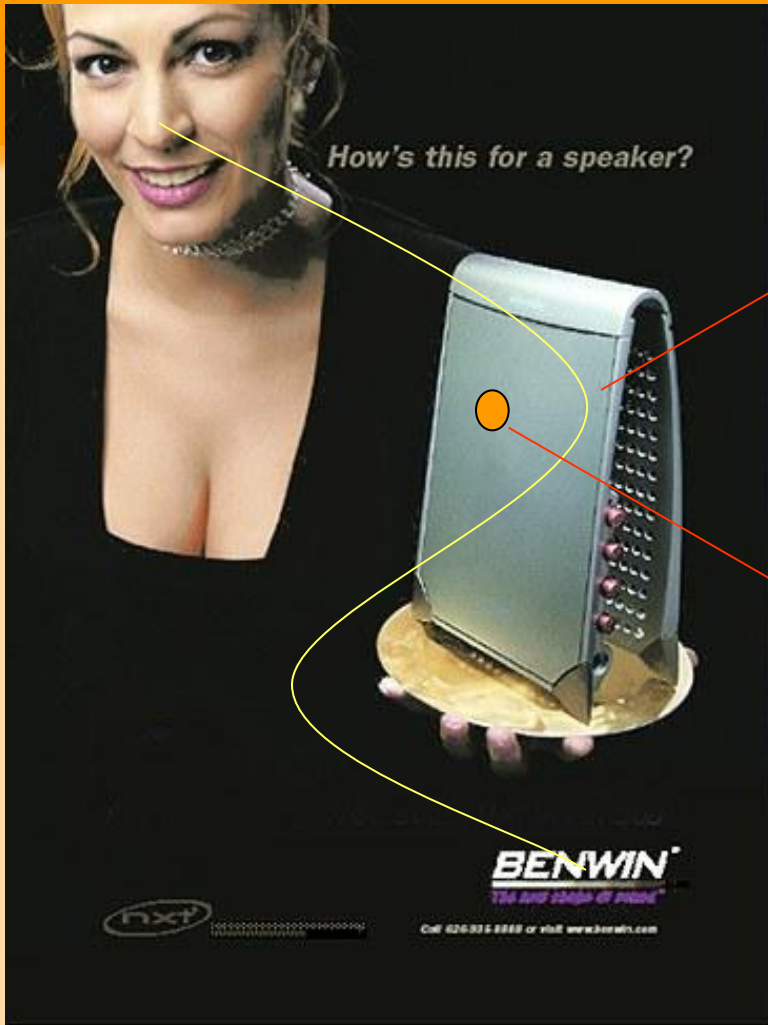
- Use **variety** to spice up your ads
 - Visual boredom occurs when predictability and mirror-like symmetry dominate a document
- Carefully select **backgrounds** to accentuate figures
- Use the **golden rectangle**

Basic Design Strategies

- The **golden rectangle** is a visually balanced geometric shape with the primary ratio of 3 to 5 (or 1 to 1.61803398874989...). This number is also known as the Fibonacci Series or Phi.

Basic Design Strategies





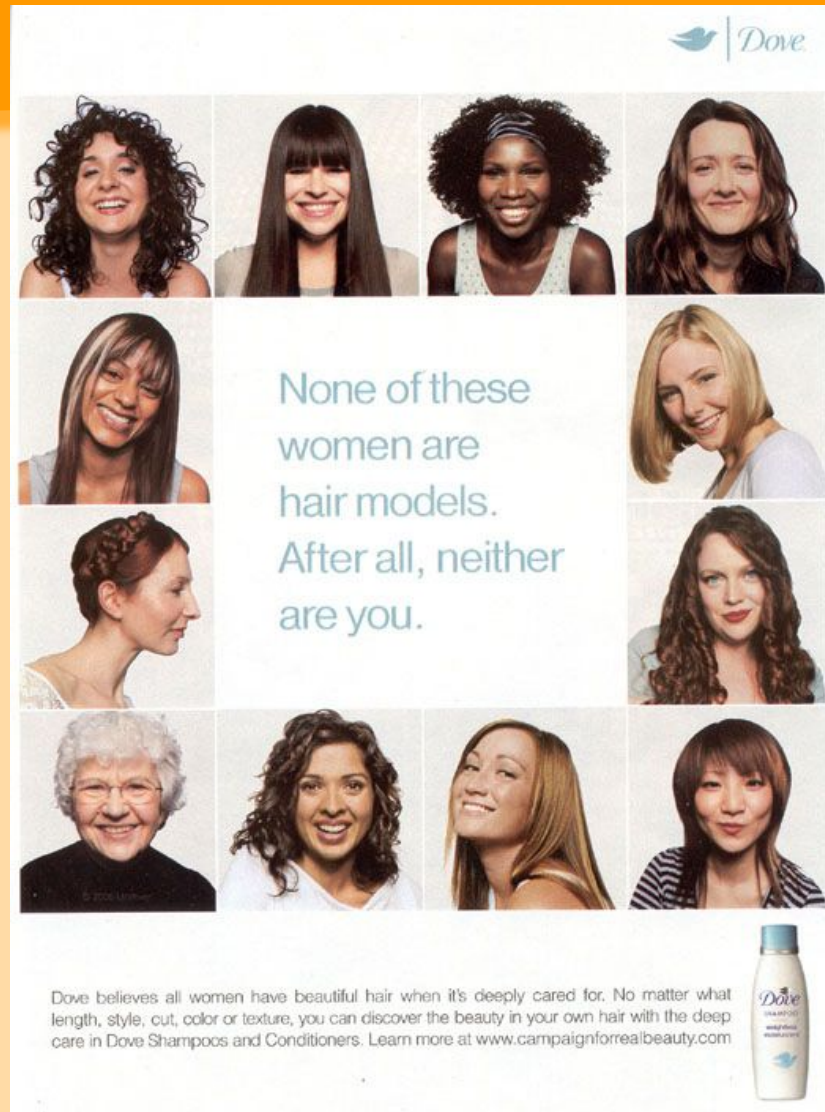
Visual Flow according to the golden rectangle

Focal Point

Grouping Design Strategies

- Group by using similar shapes, sizes, textures and colors
- Break up long lists
- Group ideas in ones, twos or threes
 - By finding relationships between them and making those relationships obvious
 - E.g. positive-negative, graphics-words-numbers
 - Up to three only, 4 is visually too much


Grouping Design Strategies



The advertisement features a grid of 16 diverse women's faces, arranged in four rows and four columns. The central text reads: "None of these women are hair models. After all, neither are you." The Dove logo is in the top right corner. At the bottom, there is a paragraph of text and a small image of a Dove shampoo bottle.

None of these women are hair models. After all, neither are you.

Dove believes all women have beautiful hair when it's deeply cared for. No matter what length, style, cut, color or texture, you can discover the beauty in your own hair with the deep care in Dove Shampoos and Conditioners. Learn more at www.campaignforrealbeauty.com

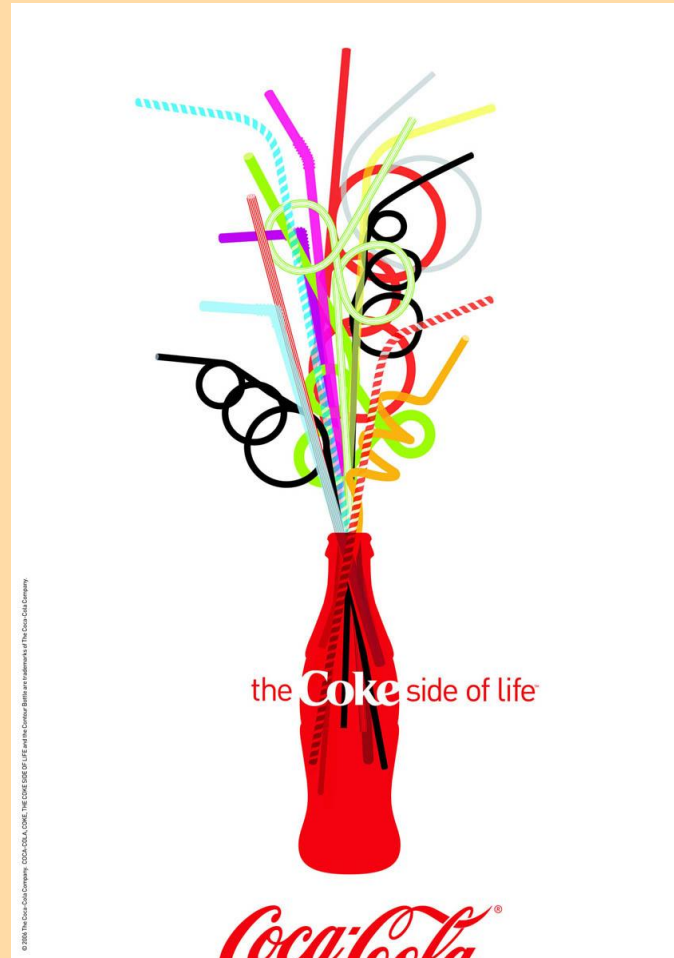
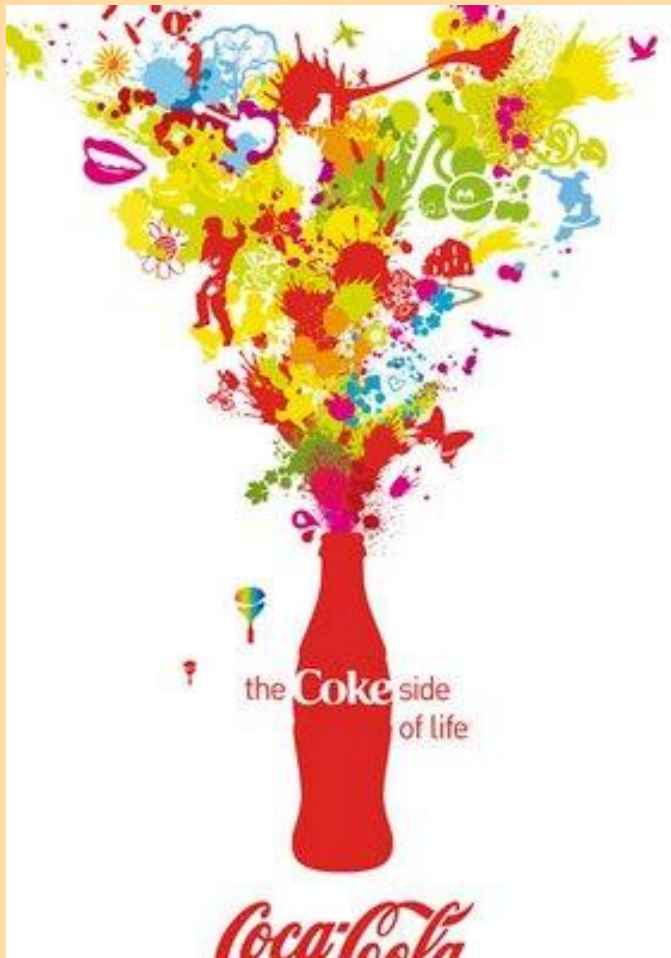


- Group Similar Items
- Break Up Images
- Group by 1's to 3's

Color Design Strategies

- Black and white is boring. Color is **EXCITING**.
- **Excessive** color detracts from copy
 - Color works because of its contrast with non-colored areas; use it in one or two strong clustered areas rather than scattering it through out your ad.

Color Design Strategies



Color Design Strategies

- Use colors to help create desired emotions and symbolic associations.
- Harmonize colors
- Balance colors
- Contrast colors
 - Hue, light-dark, cold-warm, complementary, saturation

Effects of Colors

COLOR

SUGGESTS

Black

Unknown; Evil; Strength;
Heaviness

*Blues & Green-
ish Blues*

Winter; Coolness (of ice, snow
and water)

Dark Blues

Royalty; Haughtiness;
Formality

Dark Greens

Cheapness; Coldness

*Deep Reds,
Purples & Gold*

Riches; Quality; Stateliness;
Royalty

Green

Growth; Life; Envy; Spring;
Youth; Coolness

*Hot Pinks,
Reds & Yellow*

Joy; Gaiety (and the festive
character of parties, celebra-
tions and parades)

*Light Browns
(and other
earthy tones)*

Fall; Simplicity;
Wholesomeness; Aging

Effects of Colors

COLOR

SUGGESTS

Light Green

Freshness; Crispness

Maroon

Luxury; Solidity; Quietness

Orange

Warmth; Action; Power; Fall

Red

Heat; Excitement; Passion; Love; War;
Danger; Strength; Power Summer; and
other ideas connected with action, en-
ergy, the sun and blood (red is a good
color to use in a sale ad)

Sky Blue

Serenity; Peace; Calmness; Youthful-
ness; daintiness

Soft Dusky Hues

Mystery

*White, Light Blue
& Light Green*

Coolness; Purity; Fidelity; Goodness;
Innocence; Youth; Cleanliness; Chastity

*Yellow (yellow is
the most luminous
color in the spec-
trum)*

Brightness; Airiness; Refreshment (yel-
low gets lost on white paper, so sur-
round yellow areas with a border of a
darker tone)

Color Design Strategies

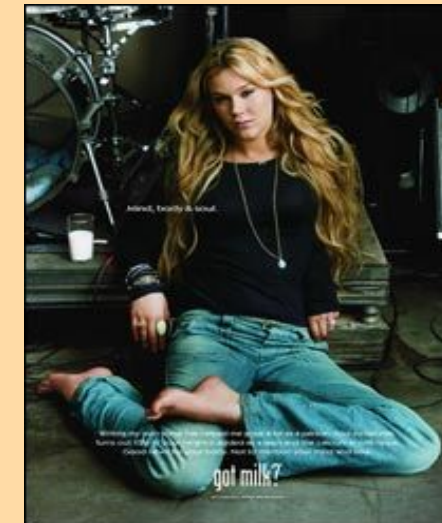
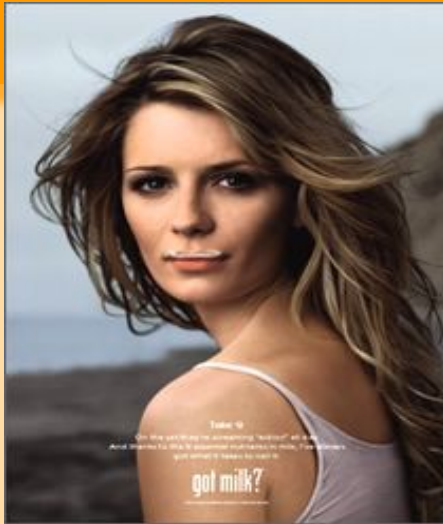
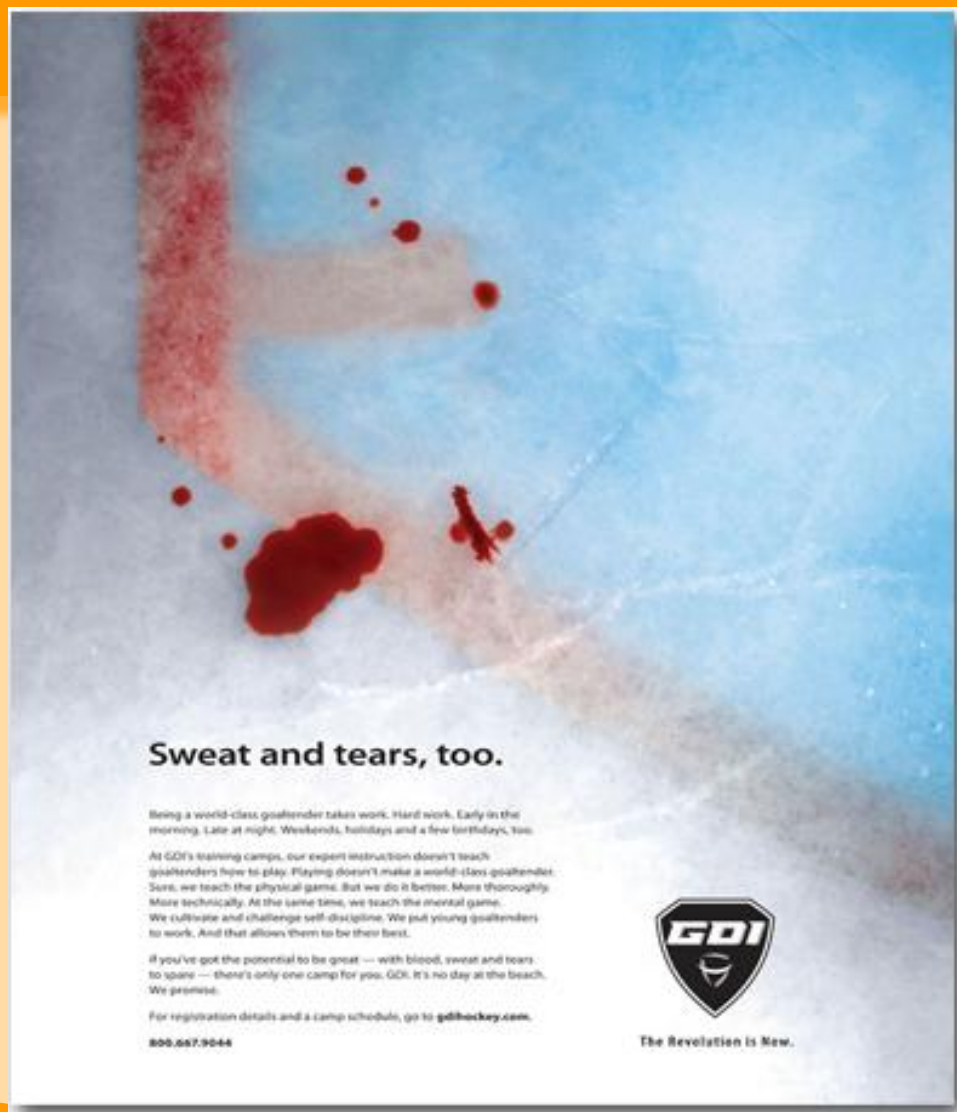


Photo Design Strategies

- Photo design and layout strategies center on two ideas:
 - Make the mind **group** things to increase communicability
 - Bring items in and out of **focus** to suggest and emphasize importance.

Photo Design Strategies



Sweat and tears, too.


Being a world-class goaltender takes work. Hard work. Early in the morning. Late at night. Weekends, holidays and a few birthdays, too.

At GDI's training camps, our expert instruction doesn't teach goaltenders how to play. Playing doesn't make a world-class goaltender. Sure, we teach the physical game. But we do it better. More thoroughly. More technically. At the same time, we teach the mental game. We cultivate and challenge self-discipline. We put young goaltenders to work. And that allows them to be their best.

If you've got the potential to be great — with blood, sweat and tears to spare — there's only one camp for you. GDI. It's no day at the beach. We promise.

For registration details and a camp schedule, go to gdi-hockey.com.

800.667.9044



The Revolution is Now.

Photo Design Strategies



Visual Flow

Color Groups and Selective Focus

Photo Design Strategies

- Before taking a shot decide on:
 - The best **shape** and **proportion** for your subject
 - How much **detail** you want in the frame
 - Your **central point** of interest
 - How you want to **link** images together
 - What your **point of view** will be

Photo Design Strategies

- Cling to **one idea**
- Use the **rule of thirds** when taking a photograph
- Use **shadows** and **light** to create the illusion of depth
- Experiment with various kinds of **lighting**

Photo Design Strategies

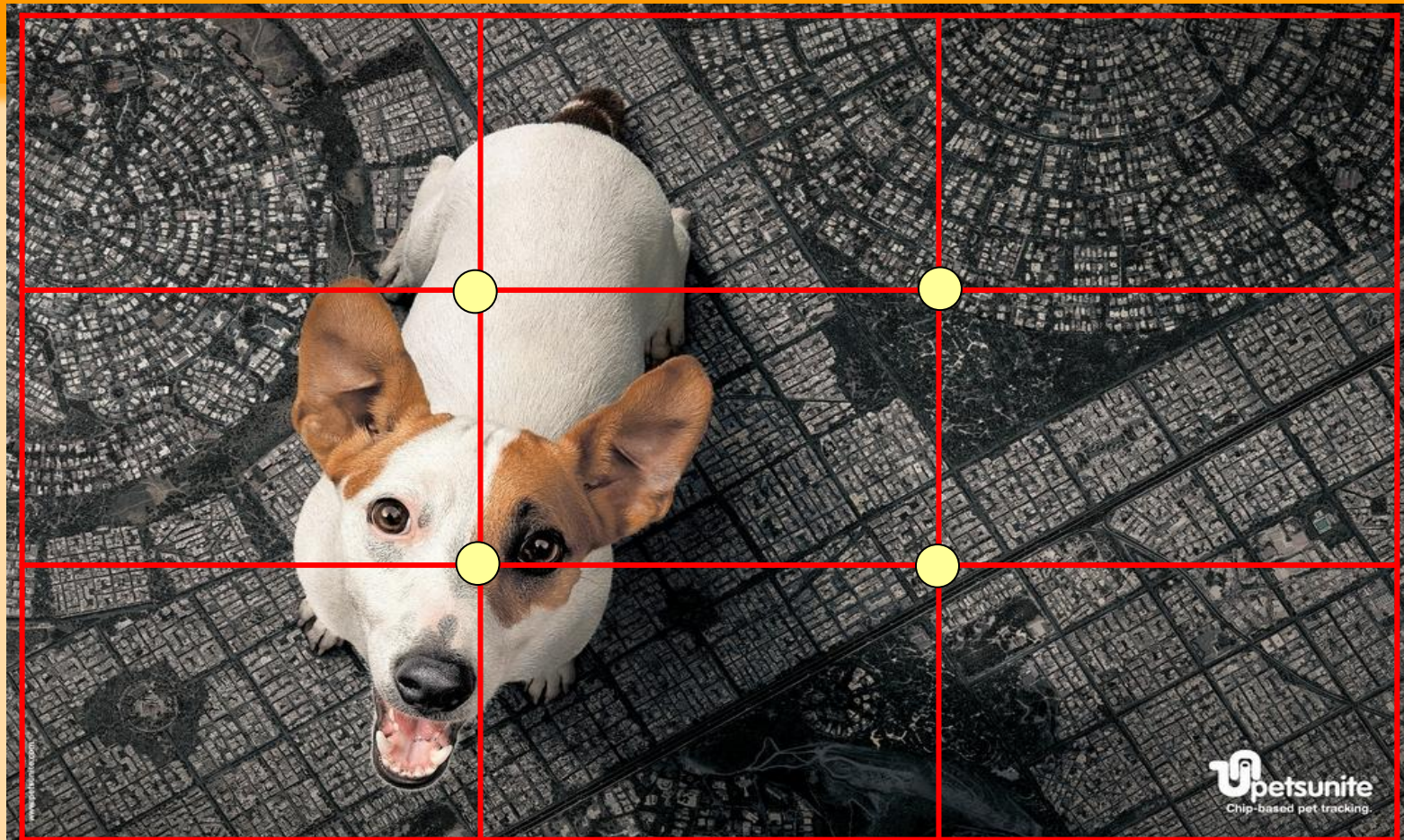


Photo Design Strategies

- Choose the right background color
 - Gray is the best all-around background for color photography.
 - Black provides strongest contrast and brings out colors.
 - Backgrounds should be absent of strong colors.

Photo Design Strategies



This ad has a simple composition with a black background and high contrast photograph and logo

Photo Design Strategies

- Use visual stepping stones to draw attention to the inner details of the photograph
- Frame your photos with objects
- Shoot on location to get a greater sense of reality.

Photo Design Strategies



Photo Design Strategies

- Include people in photos of products
- Give people in photos looking space
- Look for special qualities in people when photographing them

Photo Design Strategies



Headlines and Body Copy Design Strategies

- Readability comes first, Style or visual appeal second
- Use the right kind of typeface:
 - For headlines, prices and phone numbers:
 - Sans Serif: Arial, Century Gothic
 - For body copy
 - Serif: Times, Courier, Bookman Old

Headlines and Body Copy Design Strategies

- **Typestyles**

- *Italics or slanted*: project a feeling of action, speed or progressiveness
- **UPPERCASE LETTERS**: conservative, larger than life and give a feeling of formality.
- lowercase letters: friendly and down-to-earth

Headlines and Body Copy Design Strategies

- Never use ALL CAPS in body copy or in cursive font (*MONOTYPE*)
- Drop shadow-give typeface a three-dimensional look
- Script-feminine, convey lots of personality
- **Bold letters**-masculine
- Thin or Lighter Letters-feminine

Headlines and Body Copy Design Strategies

- Use the type size appropriate to the content of the copy
- Avoid too many typefaces. Limit typeface and type size to 3 or 4 only.

Headlines and Body Copy Design Strategies

- Use clear readable typeface for body copy
 - Body copy type size minimum of 12-14 pts.
- Set body copy underneath the headline and photograph
- Break long copy into shorter sections.

Headlines and Body Copy Design Strategies

- Use graphic accents to emphasize key phrases
 - UNDERLINE CAPITAL, indented paragraphs, **bold**, *italic*, colored, arrows □, yellow highlighting, etc
- Avoid irregularly shaped blocks of body copy (i.e. silhouette of an object)

Reminders

- Don't make your ad look too much like everybody else's ad
- Place your logo at the upper left hand or bottom right hand corner
- Always keep in mind the purpose of your ad and your target demographic

Designing for Outdoor Ads

- **Product Identification** Is the product clearly visible?
- **Short Copy** Is the basic idea expressed quickly and with impact?
- **Short Words** Can the reader read the copy at a distance?

Designing for Outdoor Ads

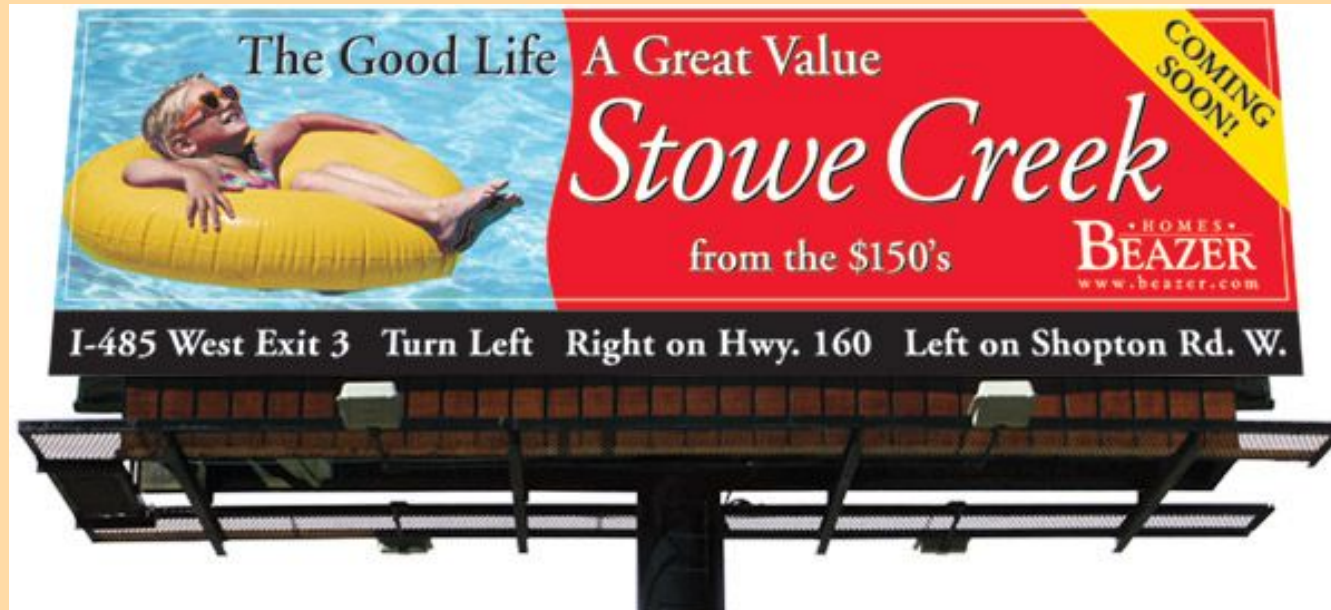


- **Product Identification**
- **Short Copy**
- **Short Words**

Designing for Outdoor Ads

- **Legible Type** Is the copy legible while moving?
- **Large Illustrations** Do the illustrations demonstrate the product's usage?
 - Are the illustrations visible from a distance?

Designing for Outdoor Ads



- Legible Type
- Large Illustrations

Designing for Outdoor Ads

- **Bold Colors** Do the colors have impact and complement each other? Use colors with contrast. Try to avoid subtle color blends which belong in print.
- **Simplicity** “Keep it simple” - does the background interfere with the basic idea?
- **Intrigue** Is the consumer involved? Will it attract attention - does it have an IDEA?

Designing for Outdoor Ads



- **Bold Colors**
- **Simplicity**
- **Intrigue**

Guidelines for Legibility

- Color



Guidelines for Legibility

- **Typestyle**
 - Upper and lower case type is easier to read than all capitals letters



Guidelines for Legibility

- **Typestyle**
 - Too little spacing between letters makes them merge together



Guidelines for Legibility

- Typestyle
 - At long distance, very heavy letters become blobs, and very thin letters become invisible

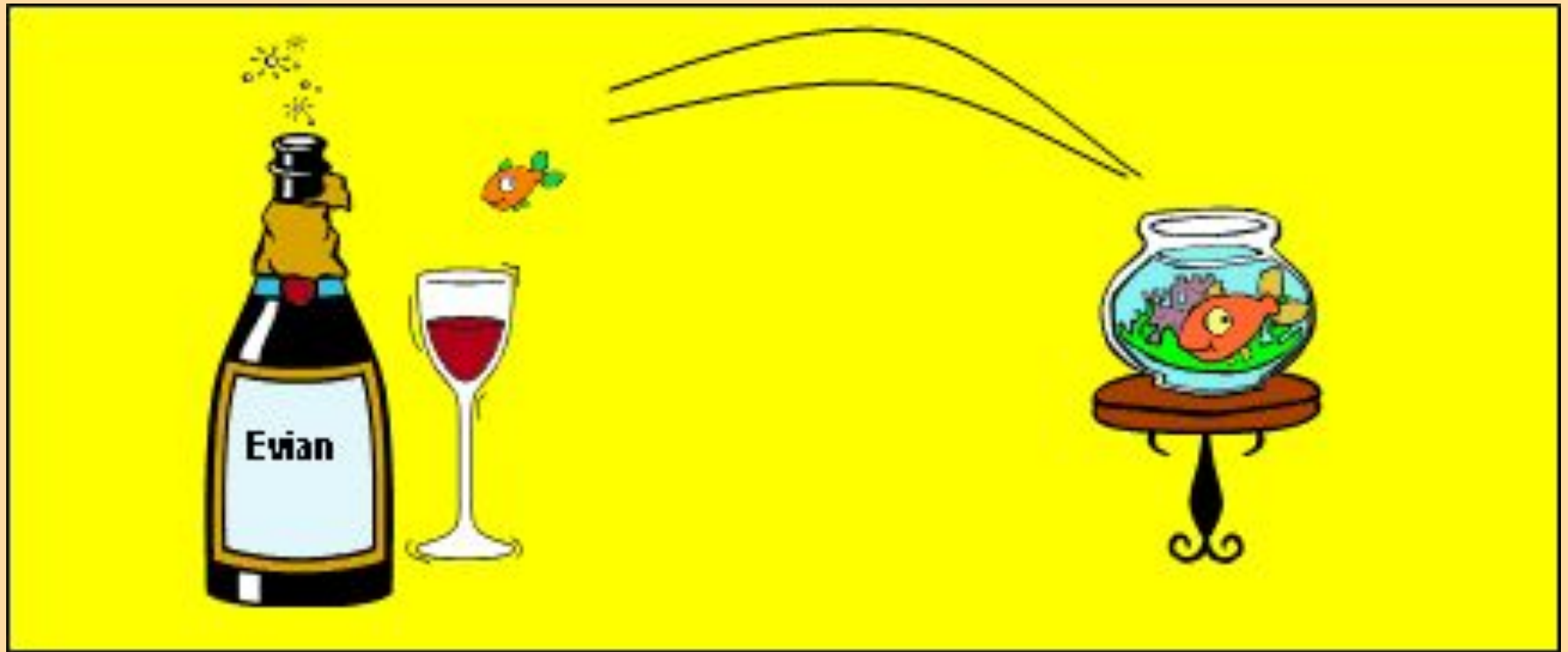


Guidelines for Legibility

- Typestyle
 - Ornate script faces, and extensive contrast between thick and thin reduce legibility



Less is more



1 message, 41.1% awareness.

Less is more



2 messages, 36.7% Awareness, a 5% decrease in awareness.

Less is more



3 messages, 34.9% Awareness, a further 2% decrease.

Less is more



4 messages, 33.8% Awareness, another 1% drop in awareness levels.

Less is more



5 messages, 29.2% Awareness. A total decrease in awareness of 12% overall!

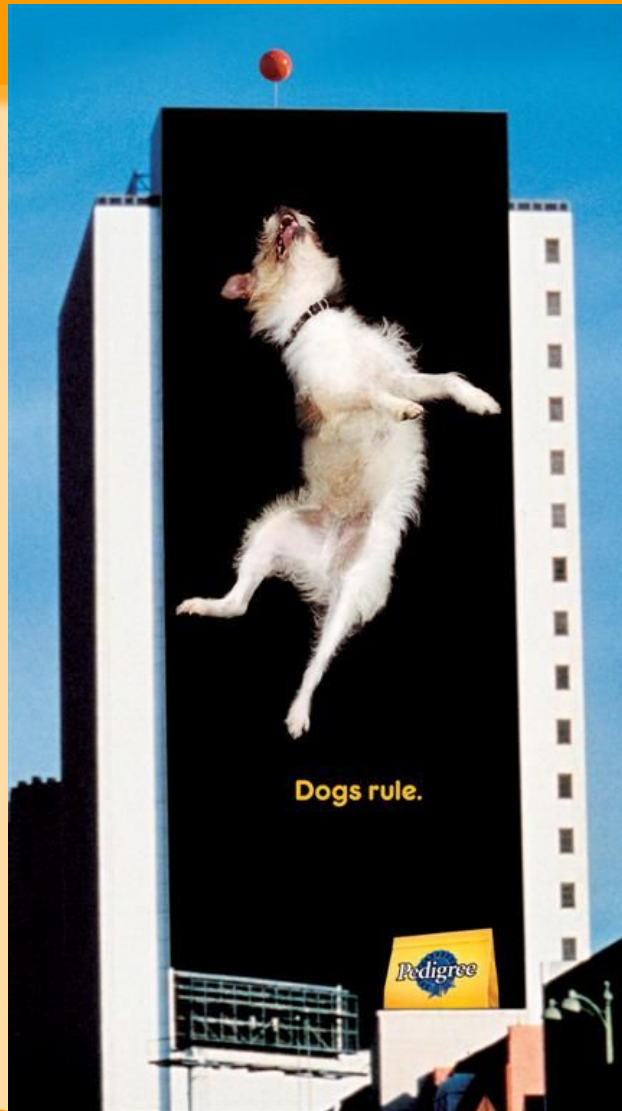
Obie Award Winners



Obie Award Winners



Obie Award Winners



Thank You!