

# advertising design services

July 2010

## WHY YOU NEED DESIGN SERVICES

There are very specific requirements for high-quality advertising and printing.

Word® or PowerPoint® ads will NOT work; I require ads in PDF format with all images saved at 350 dpi and no Pantone colors. Use cmyk for color and grayscale for black and white. *The Concord Connection*™ can create either. Please do not send RGB files!

If this sounds Greek to you, an ad designer can help!

## STEP ONE

Please e-mail

- High resolution (5 megapixels or more) photos
- Logo in JPG, TIF or PDF
- Text you would like in your ad: web address, phone number, street location, hours and/or slogan or tag line.
- Preferred colors (PMS numbers are helpful) For *The Concord Connection*™ we are talking cmyk for color or grayscale for black and white.

## STEP TWO

You will receive via e-mail one brand-new ad design. Look at it carefully, as you will have one chance for minor revisions.

## STEP THREE

If you'd like to update your ad in a future week, some additional charges may apply:

- Any text or photo changes, \$25
- Resize, \$30

Owl Woman Design™ provides design and layout services for any business or organization that needs ad production brochures or logo design. We work to create your ad reflecting your ideas and stress graphic excellence as an integral element of our business. Advertising should reflect a crisp and clean look. We have a proven track record of designs that attract attention and get results.

Advertisers can submit a rough layout of the ad to be designed or plain text to be included in the ad. I prefer that artwork, photos and your company's logo be provided in a digital format. Scanned at 350 DPI. If this is not possible, your design fee does include two photo/logo scans; please note that additional scans cost may cost \$25 each.

Advertising proofs will be provided in PDF via e-mail; hard copy will be sent only if requested. The final ad is yours to keep, and can be used with other publications.

## CREATIVE SERVICES

(One layout, one revision)

For *The Concord Connection*™: \$100 for first time advertisers

For other publications and print media:

The first ad fee is \$100

(depending on size but most ads run this price)

Depending on the variations to resize your ad, your fee will run \$25-\$50

Fee includes two photo/logo scans

FILES OVER EIGHT MEGABYTES must be submitted through

[www.yousendit.com](http://www.yousendit.com) to [Ads@OwlWomanDesign.com](mailto:Ads@OwlWomanDesign.com) or via CD



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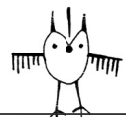
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The Concord Connection™



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