

“What Is Camera-Ready Art?”

Someone wants you to “place an ad.” Ah, if only you had one on hand!

For all of you who don’t think about artwork until the deadline has come and gone, here are three things you should know about graphics for advertising.

1. LOGO Your logo is the single most important element in your advertising. Your logo should represent what you actually do, be visually arresting, and look great as small as one inch high or as wide as a billboard.

2. GIGO “Garbage in, garbage out.” No matter how high end the publication, poor artwork doesn’t heal itself. Faded photocopies, pictures downloaded from the web, faxes of faxes, or that business card that’s been folded up in your wallet is not fit to be reproduced.

3. KISS “Keep it simple, and the same.” Develop a distinctive template for your ads (including choice of type faces), and stick with it—for a good long time. Just about the time you get tired of your ad campaign is when your identity is breaking through your potential customers’ awareness.

A professional concept and rock-solid execution can make you a standout in your business category. And with your advertising materials digitally archived, changing a call to action or dropping in a new product photo is fast and cost-effective.

Graphic arts services don’t cost, they pay off. Take advantage of a trained professional whose priority is your business identity, who knows how to communicate that identity, and who understands reproduction specifications.

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