

## AD SIZES

This is a 1/32 page ad

(2-1/4" w) x (2-1/4" h)

The amount of information in this ad would be about what you'd have on a business card.

This is a 1/32 page ad (5" w) x (1" h)

The amount of information in this ad would be about what you'd have on a business card.

This is a 1/16 page ad

(2-1/4" w) x (3-1/2" h)

The amount of information in this ad would be about what you'd have on a business card, plus a description of your business and a small picture.

This is a 1/16 page ad (5" w) x (1-3/4" h)

The amount of information in this ad would be about what you'd have on a business card, plus a description of your business and a small picture.

**Hint: An effective ad isn't too busy. Even a smaller ad can catch someone's eye. Leave some white space in the ad around logos, names and pictures to draw attention to the ad. Don't try to advertise everything that you have to offer in a small ad.**