This is a
$1 / 10$ page ad
$(2-1 / 4 " \mathrm{w}) \times(5-1 / 2 " \mathrm{~h})$

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: Be creative, stress the uniqueness of your business in your advertising.

If you try to say too much in your ad the ad will blend into to background.

This is a $1 / 10$ page ad ( 5 "w $) \mathrm{x}(2-3 / 4 " \mathrm{~h})$

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 $1 / 8$ page ad ( 5 "w ) x ( $3-1 / 4 " h$ )

The amount of information in this ad would be a business name, logo, address, ph, a picture and a coupon or a sale item.

