

This is a 1/4 page ad  
(5''w ) x (6-1/4''h)

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

Hint: Use something big (a picture, a word like sale, something that will be easily seen when you hold the page back a ways) with a lot of open space around it to set your ad apart from the rest.

**BIG**

A picture says 1000 words. Let people see what you are selling. A personal picture is great because people remember a face when they have forgotten the name. Using a picture of your business gets people to recognize you. Familiarity works wonders.