

# Design Request PRINT AD



## \* 1. Ad size

- Standard Business Card
- 1/4 Page
- 1/2 Page
- Full Page
- Full Page, inside front cover
- Full Page, inside back cover
- Full Page, back cover **SOLD**

## \* 2. Ad copy

Provide the wording for your ad EXACTLY as you want it typeset. *If you use an abbreviation (which is not recommended), we will do the same.*

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## \* 3. Ad style

Check no more than one option on each line. *See the Ad Samples sheet for examples.*

- a. **TONE:**  Elegant    Light-hearted and fun    Just the facts ma'am  
 b. **ERA:**  Late 1800s–early 1900s    Mid-century    Timeless

Please give us any other art direction you'd like us to follow: \_\_\_\_\_

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Design services are available at no charge!  
 If you would like us to design your print ad:

\* Fill out and submit this print ad **Design Request**.

## How the design process works

1. Submit any logos, graphics, or photographs you want in your ad as a JPG, PDF, PNG, or TIFF file. Files should be at least 300 dpi at the size they will be used.
2. Let us know what you'd like the ad to look like. If there's an ad you really like, yours or someone else's, send a copy of it. If you want us to match an existing style for your brand, give us a link to your website, or copies of favorite materials you've done in the past.
3. Please respond promptly via email when you receive your proof. We're working on a short timeline. Approve the design, or tell us what you want changed. We can only guarantee one proof, but we'll do our best to make an ad you are very happy with.

*For design questions, email:*  
 AdDesign@GoldenGlow.org

### Print ad Design Request checklist:

- If showing in Christkindlmarkt or Sales Room, have you mentioned that so folks know to look for you?
  - Have you included a description of what you are selling?
  - If you're advertising a business, have you included your hours and your address?
  - Have you included all the contacts you'd like folks to have: phone, email, web address?
  - For any logos, photographs, or graphics in your ad, have you included them with your submission?
- If your ad includes social media site addresses (Facebook, Twitter, Instagram), we have and will add the logos, if space allows.*

Include this print ad **Design Request** with your **Ad Reservation Form**, payment, and any support materials you are submitting, due **March 31**.

# Print Ad Samples

Examples of the same information, arranged under different art direction.

St. Nicholas Collection  
Elaine Roesle  
OWNER/ARTIST

CELEBRATING  
40 YEARS OF  
HANDMAKING  
ST. NICHOLAS  
IN OHIO

132 E. Harrison Street  
Lewisburg, OH 45338  
937.583.5061

*"Visit me in the Kristkindlmarkt!"*

SnowChildren@hotmail.com

- a. TONE:  Elegant  Light-hearted and fun  Just the facts ma'am  
b. ERA:  Late 1800s—early 1900s  Mid-century  Timeless

ST. NICHOLAS COLLECTION  
Elaine Roesle  
OWNER/ARTIST

Celebrating 40 years  
of handmaking  
St. Nicholas  
in Ohio

*"Visit me in the  
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## Print Ad Details

*Limited space, so place your ad now!*

### If you are supplying your own final ad artwork:

- \* Final ad artwork submitted must be in the stated dimensions, and at least 300 dpi.
- \* File formats MUST be JPG, PDF, PNG, or TIFF.

Design services are available at no charge!

**If you would like us to design your ad:**

\* Fill out and submit a print ad **Design Request**.

*See more details on the print ad **Design Request**.*

*For design questions, email:*

[AdDesign@GoldenGlow.org](mailto:AdDesign@GoldenGlow.org)

### Standard Business Card

3.5 x 2"



### 1/4 Page

2.4375 x 4.3125"

### 1/2 Page

5 x 4.3125"

## PRINT AD DETAILS: Full Page

### **Full Page**

5 x 8.75"

*Please note the binding used on a book of this size  
requires a narrower page: ads wider than 5 inches will  
lose material obscured on the binding edge.*

# PRINT AD DETAILS: Full Page with Bleed

MARGIN FOR BINDING: NO TEXT OR LOGOS IN THE GRAY AREA

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## Full Page with Bleed Full bleed art needs to be 6.25 x 9.25"

The Live/Safe Area is 5 x 8.75"

**ALL TYPE, LOGOS, AND CRITICAL INFORMATION  
NEED TO BE IN THE LIVE/SAFE AREA.**

### **A note about bleeds** *(shown in dark gray):*

Printed material that runs to the edge of the page needs to have 1/8" of extra imagery running beyond the edge to compensate for any slight inaccuracy that might happen when trimming the paper. That's the bleed, and the bleed should be **background or non-critical graphics** that won't be missed when trimmed off. The bleed insures there are no unintended slivers of white on the page edges.

### **A note about the live/safe area** *(white outlined in dashes):*

All **vital** information in the ad should be within the live/safe area—all type, logos, or critical information—to insure that it is not lost in the binding edge or in an inaccurate trim.

The area shown in gray 1/8" area around the top and bottom of the page, and 1/2" of space on each side of the page needs to contain color or imagery for the full bleed, but no critical information.

### **SHOWN HERE:**

**WHITE BOX OUTLINED IN BLACK DASHES:** the Live/Safe Area

**IN GRAY:** Area to keep critical information out of

**DARK GRAY:** 1/8" part of the page that will be trimmed off