

Design Request WEB AD



Design services are available at no charge!

If you would like us to design your web ad:

* Fill out and submit this web ad **Design Request**.

Web Ad

1050 x 1050 pixels
or at least 1050 pixels wide

A standard business card scanned at a high resolution (300 dpi or more) of at least 1050 pixels wide is suitable for us to work with. Web ads are contained in a square space and will render at different sizes depending on the device that they are viewed on.

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 must 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

- * **1. Ad copy** Provide the wording for your ad EXACTLY as you want it typeset. For example, if you use an abbreviation (which is not recommended), we will do the same.

- * **2. 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: _____

Web ad Design Request checklist:

- 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?
- If you want your logo, photographs, or graphics in your ad, be sure to submit them with this **Design Request** and your **Ad Reservation Form** and payment. If your ad includes social media site addresses (Facebook, Twitter, Instagram), we have and will ad the logos, if space allows.

Include this web 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

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Elaine Roesle
OWNER/ARTIST

Celebrating 40 years
of handmaking
St. Nicholas
in Ohio

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