

Introduction

Since you've mailed the magazine before, then you know how easy it is to deliver a customized magazine to your clients and other important contacts. That's no accident. We know how busy you are, and we made providing a quick, easy solution a priority.

You can do everything from uploading your photo to choosing exclusive Back Cover, Back Inside Cover, and Tear Out Card designs, in just a few minutes.

But what if you want your own custom ad to appear on your magazine? Creating an effective ad is not easy—unless you have the right help.





ReminderMedia's Creative Group can work with you to turn your ideas into reality.

This success guide will outline the creative services we offer, show you what has worked for your peers, and give you tips and ideas for taking advantage of these services.

- (3) About ReminderMedia Creative Services
- 4 How to Create a Great Ad
- 6 Anatomy of an Effective Ad
- **8** How to Get Started

About ReminderMedia Creative Services

ReminderMedia's team of experienced design professionals offers a variety of services to help you deliver a magazine you can be proud of.







Headshot & Photo Finishing

We carefully inspect and retouch all photos that are submitted for use in your magazine, to make sure you are looking your best at all times. Whether it be a headshot, listing ad, or other type of photo, we are happy to provide a variety of touch up services—simply request a quote.

Custom Ad Creation

Do you know all of the information you'd like to feature in your ad, but are missing the design to back it up? Whether you'd like to make changes to one of your existing ads, have a new ad you'd like us to design for you, or are in need of a gorgeous design to match your branding materials and personal message, we can handle that all for you.

Other Custom Design Services

Have an idea for a completely personalized ad based on your branding, specific audience, and goals for your company? Our design experts can work with you to create a variety of custom-made marketing materials, like postcards, newsletters, and much more that you won't find anywhere else. Request a guote, today!

How to Create a Great Ad

The ReminderMedia Creative team will work with you and your Marketing Advisor to develop the most effective ad possible to meet your goals. But your input is still critical. It's still your ad—and your business.

Follow this step-by-step process to create a great custom ad for your business.

• Determine Your Needs and Goals.

An ad is kind of like a road trip. If you don't know where you are trying to go, how can you expect to get there? Start with what you want the ad to accomplish.

Is your goal strictly branding? Do you expect to generate leads? Do you want people to contact you about a listing? Your ad should look and read differently for each of these.

For instance, a listing ad wouldn't be effective without details about the property or properties you're advertising. But that level of detail would be too much for a branding ad, where you want the reader to remember just one concept.

2 Determine Your Placement.

There are different areas within your magazine that you can customize. Each has its own benefits that you need to consider.

BACK COVER

The mailing panel is the first place most people look when they get their magazine out of the mailbox. That makes the Back Cover prime advertising real estate.

That mailing panel does take up some of the space, though. So you can't run a true full-page ad.

Best for: your most important ads and when you want to maximize your exposure **BACK INSIDE COVER**



How to Create a Great Ad

While this option doesn't get the exposure the Back Cover does, it offers the most room to work with. That can be an important factor depending on the goals of your ad.

Best for: when you have a lot of information to include, such as a listing ad with multiple properties or when you need the space to show off a large photo

TEAR OUT CARDS

In addition to the custom ad pages, you can create your own custom Tear Out Cards. The portability of Tear Out Cards more than makes up for the limited space. These are designed to be shared with others, which can increase your exposure and introduce new prospects to your business.

Best for: simple, share-worthy ideas that can be presented in a small space, such as coupons, schedules, or quick tips

Explain Your Vision.

Let us know what you have in mind for your ad, and provide the specifics. Is there specific text you have in mind? Do you have brand guidelines we should follow regarding colors, type styles, etc.? Is there a specific placement for your logo that you'd like us to use? What is your call-to-action?

The more detail you can provide, the better we will be able to make your ideas happen. If you need help with design decisions, consult our style guide for a selection of popular colors, fonts, and background options. •



DOWNLOAD OUR STYLE GUIDE

To use this guide, simply pick the selections you want, and provide the corresponding numbers to us.



Anatomy of an Effective Ad

Think about these elements as you plan your custom ad.





Headline

David Ogilvy wrote that on average, over five times as many people read the headline as the body copy of an ad. And when you have written your headline, you've spent eighty cents out of every dollar.

That makes it the most important text on the page. Here are a few tips to make yours stand out:

- Add an element of news. New, announcing, and introducing are all effective words at getting attention.
- Call out your prospect. For example, if you're targeting first-time home buyers, use words like *your first home*.
- Highlight your main benefit. Give readers a reason to keep reading your ad by focusing on their self-interest.
- Try to add some intrigue or mystery. If you give everything away in the headline, people have no reason to read on. Just be careful not to save it all for the body copy. People don't have the time or motivation to try and figure out a headline that relies solely on curiosity.

Anatomy of an Effective Ad





creative.remindermedia.com /image-reference-guide

Images

People are visual creatures. We're naturally drawn to the images on a page, and it's likely the first thing your audience will see. Make yours count with these tips.

Provide the highest resolution images at the largest size available to ensure that your images are crisp and clear. If you need specific requirements, our creative team can help you determine the minimum resolution for your custom ad.

Make sure the subject matter of your image is clear. People should immediately understand what you are showing. It should be well lit. And it should be large enough to show off the details you want to highlight. Nobody will be able to see or appreciate intricate architectural details in a thumbnail image.

Use natural lines and directional cues in your images to direct attention to the body text. For instance, if you use people in your ad, you will automatically look the direction they're looking.



Body Text

If you've gotten people to read this far, they're clearly interested in what you have to offer. Don't lose them by skimping on the details.

Try to get into the minds of your readers. What is it that they need to know to proceed to the next step, whether it's calling you, visiting your website, or remembering you the next time you follow up?

For listing ads, make sure to include details such as the address, listing price, number of bedrooms and bathrooms, and any unique details of the home.



Call-to-Action

Don't just assume that people will take the action you want after reading your ad. Ask them. Your call-to-action should stand out so even skimmers can get the idea and know immediately what they should do.



For inspiration for your ad, check out the design portfolio on the Creative Services website: creative.remindermedia.com

How to Get Started

Working with ReminderMedia Creative Services is easy. You can order custom designs online at creative.remindermedia.com. Just follow the step-by-step instructions to enter your specifications and upload any images or other files you'd like us to use. If you'd prefer, you can also call your Marketing Advisor to discuss the details of your ad.

The website also has helpful resources, including our style guide, image reference guide, and more.

And rest assured that you won't be left on your own. Your Marketing Advisor and someone from the creative team will work with you one-on-one to guide you through the process and develop solutions that meet your needs.



GET STARTED TODAY!

Visit creative.remindermedia.com, or call 866-458-4226.





You know how powerful custom content can be—you mail the magazine after all. Why not take it to the next level with custom ads and Tear Out Cards?

Whether you want to show off listing ads to differentiate yourself in a listing appointment, create awareness of all your services, or simply keep your brand top of mind among your clients and sphere of influence, we can help you make your ideas happen.



For inspiration for your ad, check out the design portfolio on the Creative Services website:

creative.remindermedia.com





CONTACT US

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