



## Ad Design Checklist

If *Our State* will be designing your ad, we will need you to supply us with ad materials. In order to assist you in providing your ad materials in the most efficient way, we have provided you with a “checklist” of the items we will need.

- The tone of the message that you want to convey. Is it a branding ad? A call-to-action?
- The text of what you want your ad to say.
- Specific headline or copy you wish to highlight.
- Contact information EXACTLY as you want it to appear.
- Any specific color requirements or preferences.
- High resolution images (300 dpi) in CMYK format – we will not be able to pull images or logos from your website.
- Your logo as a hi-res (300 dpi), CMYK .eps, tiff, jpg or pdf format.
- Samples of ads you have run elsewhere that show an example of your “look.” We will not be able to open MS Publisher, or Corel Draw files.

Please note that your contract for ad space includes up to three design proofs. Additional creative will be charged by the hour, with a one-hour minimum.