

### What Should I Put On My Ad?

Deciding just what to do with your ad space can be tough, but after creating hundreds of ads for our advertisers, we can rely on a few general guidelines. See below for advice on what will work best for your ad.

### I Have An Ad That's This Size ...

#### Full Page / Double Page

- These sizes are great for making a big impact.
- Be cautious about feeling the need to fill it up with information. Events and announcements should give readers what they need to know, but don't forget to get readers' attention *first*, with a great graphic or photo, and give details *second*.
- Be sure to send very high-resolution imagery (logos and photos), as ads this large demand very large files.
- If you're going to do a huge ad, invest in great imagery - hire a local photographer to get just what you want. We work with some of the best, and would be happy to refer you to them.
- Note that left-side Full-Page ads are different from right-side, as there is no crop to the spine. Since it's impossible to tell if your ad will be on the left or right (unless you paid extra for guaranteed placement), it's best to simply leave plenty of room for cropping on the vertical axes.

#### Vertical Half Page

- Half Verticals are very narrow compared to their height, which makes them great for lists, such as concert dates.
- Your photography or graphics will have to take the narrow size into account.

#### Horizontal Half Page ("Junior" size in group ads)

- These sizes are great for making a big impact without having to buy an entire page.
- This size is good for businesses with multiple locations, whose information wouldn't fit onto a quarter.

#### Quarter Page ("Junior" size in group ads)

- Quarter pages are big enough to get across one big idea, plus the usual logo and contact information.
- The 1/4 page is our most versatile ad - big enough to make an impact, but not too expensive. Advertisers who sign up for a year get a free upsize annually, so that gives them a half-page annually.

#### Eighth/Sixth Page ("Sophomore" size in group ads)

- 8th/6th/12th ads are essentially business cards. They should only have the basic information about your business: Name, logo, website or other contact information, and *maybe* a small picture.

### If Your Business ...

- ... has **more than two locations**, you should get at *least* a quarter-page, and consider a half, in order to list your locations properly.
- ... has a **big annual event**, consider signing a year-long contract, because we give businesses a *free* upsize once per year. This is particularly great for advertisers with a half-page, because you can have a full-page ad for your event.
- ... is **part of a group of other similar businesses** that would like to share an ad space, we have customized sizes and rates for groups (such as a plaza, industry grouping, or regional group).
- ... is **highly seasonal**, we can customize your contract to reflect your business cycle.
- ... **needs a logo**, or has other design needs such as a website or other branding, we work with Impulse Nine Media to bring those things to your company.

### General Ad Requirements ...

- Ads must be submitted to be the proper size. Refer to the Advertising Rates document for dimensions and pixel counts.
- You can download templates from our website at [ediblebajaarizona.com/ad-templates](http://ediblebajaarizona.com/ad-templates).
- You can also download other ad resources from [ediblebajaarizona.com/advertise](http://ediblebajaarizona.com/advertise)
- Be sure to use the Advertiser Checklist (available on the Advertise webpage above).
- Do not include crop marks with your ads.
- If you have any questions about your ad's placement, contact your ad representative, or call the *Edible Baja Arizona* office at 520-373-5196.
- If you have any questions about your ad's design, contact Steve McMackin at [steve@ediblebajaarizona.com](mailto:steve@ediblebajaarizona.com)