edible
BAJA ARIZONA

FREE AD DESIGN GUIDE

Edible Baja Arizona offers free advertisement design for our supporters. We offer this service because we want our advertisements to be effective, to help small businesses who couldn't otherwise advertise, and to increase the visual appeal of the entire magazine.

This guide outlines our policies, best practices for ads, and guidelines to creating an effective ad. If you have any questions, please contact Art Director Steve McMackin at 520-777-9551 or steve@ediblebajaarizona.

Advertisers taking advantage of our free design services are expected to read and understand this guide.

How Our System Works

1. **Gathering Materials**
   Send all the company assets for the ad through your ad rep. This includes anything that might be used in the ad, including: Logo, company colors, business hours and other information, photos you'd like to use, etc.

   Please keep in mind that print publications require high-resolution images, particularly with larger ad sizes. Consult the Advertising Rates sheet, which details pixel sizes for the various ads. This is true for both pictues as well as logos. If needed, we offer design services to create a new logo, or to recreate a low-resolution logo at print resolutions.

2. **Gathering Information**
   Your ad representative should also ask about your goals with the ad, such as getting more soccer teams in to a trophy shop, announcing a new location, or promoting an event. Additionally, try to get a sense of the "vibe" you want to get across: High-end, family friendly, etc.

3. **Designing the Ad**
   Art Director Steve McMackin is in charge of ad creation, and makes most of them himself. As the publication deadline approaches, graphic designer Lyric Peate from Steve's graphic & web design company Impulse Nine Media often comes in to design ads while Steve shifts to doing magazine layout. They are both excellent designers.

4. **Proofing**
   Once a design has been made, we'll send an email through the ProofRocket system. The email will have a link, and from that link you can see the ad proof, add notes to Steve, and accept or decline the proof. If you decline the proof, please give concrete advice about what you'd like to change ("I think the logo should be bigger"), and avoid vague language ("it needs to pop").

5. **Revisions and Approval**
   We'll create ad proofs for you, and take feedback until you have an ad that will run in the magazine. We try to complete ads within about 1-3 revisions.

What Ad Design Covers

- Assembling your ad from elements provided by the company.

- Several proofs or iterations of the ad.

- Ads may be changed each issue. If you plan on having a new ad each issue, we recomend having a basic template that can be changed to suit the changes, and to develop a year-long plan on exactly what you'd like to emphasize in each issue.

- Finding stock images, good fonts, etc., for use in the ad.

- Advice on content, placement, and general design.

- Use of your free ad in other publications (although we do not offer resizing to others' specifications).

What Ad Design Does Not Cover

- **Logo design**. Your logo is the face of your company, and deserves more time and thought than we can offer for free.

- **Logo resizing**. A common problem is that companies have a logo, but do not have a high-resolution image. Steve & Lyric can be hired to do this, usually for between $35-100, depending on the complexity and source materials.

- **Excessive iterations/proofs**. We don't like putting a number on how many proofs is too many, because some changes are trivial, and others are complex. In *general*, we try to finish within 1 to 3 revisions of the design, and 5 is outside the norm.

- **Resizing for other publications' specs.** Although we have no problem with businesses reusing ads designed by *Edible Baja Arizona* in other publications, they often need to be resized to match their ad sizes. Impulse Nine Media is available for this service, as well.

- **Photography.** We work with a variety of fantastic photographers, and enthusiastically endorse their work. We'd be happy to refer them to your business.