Ad Design Checklist

It's amazing how we can forget the simple things.
Things you may want to consider when writing your copy:

- _____ The name of your business
- _____ Your logo
- _____ Phone numbers - including area code - include fax, toll free, metro line
- _____ Hours of service
- _____ Your business address
- _____ Email address
- _____ Website address
- _____ How long you have been in business
- _____ Your key services/products or your key phrase
- _____ Tell what's special about you
- _____ Your credentials (industry associations, license, bonding, certifications). Provide any logos.
- _____ Better Business Bureau member
- _____ Chamber of Commerce member
- _____ List which credit cards you accept, if any
- _____ Write tight copy. Remove words not needed. To avoid errors, please type copy. Provide Word file of copy if possible.
- _____ Check your grammar and spelling
- _____ Proof-read your copy
- _____ High resolution photographs or illustrations provided
- _____ Color preferences for designer
- _____ Woodlands Resident Since _____

INTERFAITH OF THE
Woodlands
DIRECTORY

Providing information to and about our community since 1975

www.woodlandsdirectory.com

11/21/11