

## Clean, Clear & Clutter-free

When you think of advertising, think of Montana — wide, open spaces. It's what we call "white space" and it's one of the most important characteristics of an effective ad.

"White space is important not only for print and online advertising, but also essential for broadcast and outdoor advertising," says Susan Sempeles, creative director.

“The world of advertising is increasingly cluttered. Your advertising and design need to be clean and simple, with a concept that's straightforward and to the point, with plenty of white space.”

—Kim Smith, art director

### WHAT ELSE MAKES AN AD EFFECTIVE?

- Clean design — that means wide-open white space to spare.
  - A strong headline — verbs are your friends; go easy on all the adjectives and adverbs.
  - A single message — don't load your ad with everything there is to know about your product or service.
  - Simple language — that doesn't mean you can't be clever with your copy, but don't do it just to be cute.
  - To-the-point copy, not a lot of it — enough said.
  - A typeface that's easy to read — with the personality you want to convey.
- An eye-catching visual — but only if it adds to the message; remember, ads that are all copy work, too!
  - Smart logo placement — it almost always belongs at the bottom of your ad as a signature.

That's how you break through the clutter.

We pride ourselves on getting the most for the advertising dollars you have to spend. It's something we've been doing—and doing well—for more than 25 years. Whether your budget is tens of thousands of dollars or just a thousand dollars, we know how to get you the biggest bang for your buck.

Our process is fairly simple:

- If you have an established budget, we allocate the dollars based on what you need to achieve and what it will take to reach your goals.
- If you don't have a budget but know what you

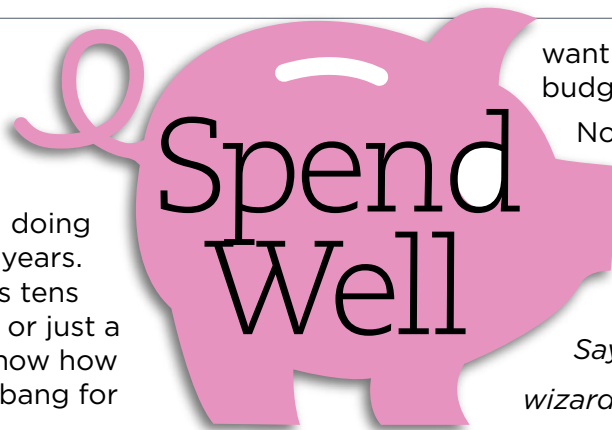
want to do marketing wise, we'll build a budget based on your goals.

No budget is too big or too small.

We have worked with small retail clients with one location to large corporate businesses with multiple locations, products and services.

Says Carla Wood, our own financial wizard, “At TCG, we are

good stewards of our clients' advertising dollars, always managing budgets as if it was our own money.”



# Let's Look AT YOUR Logo

Your logo is the face you put on your company in all of your advertising, signage and print materials. It needs to present your business and company with an up-to-date look and feel. Sometimes that can be as simple as tweaking the logo you already have to make it look current. Other times it means starting from scratch and building a whole new look.

We are experts at evaluating the graphic design of your logo and recommending a solution. And once we have updated your current logo or developed a new one, we provide you with everything you need so that your business will have a consistent overall corporate look across all production platforms.

Jeff Rutt, production manager, says, "Whether you need tiff, jpg, gif, eps or pdf files we can produce them. Just tell us your end use and we'll tell you which file type you need or produce it for you. Plus, we'll maintain your logo files so they are ready whenever you need them."

Take a look at a few of our logo designs...



creativepluscommunications



# What are all those **electronic files** for anyhow?

tiff

◀ tiff (tagged-image file format) files are for higher-end reproduction/printing.

jpg

◀ jpg (joint photographic experts group) files may also be used for high-end use assuming the file size is large enough, but generally you will need jpg files for any online/web use.

gif

◀ gif (graphics interchange format) files are generally (almost always) used only for web and are always a very small file size. These should never be used for printing.

eps

◀ eps (encapsulated postscript) files can be used for just about any type of printing. An eps file is often used for producing large graphics like banners or signage.

pdf

◀ pdf (portable document format) files are compressed files created at a variety of compression levels, which have an impact on the end quality of reproduction.

# Making the Most of Your Media Dollars

What combination of media is best to reach your target audience — direct mail, radio or TV spots, billboards, online or print ads? How can you make sure they see your ad?

We have the expertise to help. We...

- Start by developing a comprehensive media plan that makes the most of your advertising dollars.
- Understand the available options and have an ongoing relationship with all media outlets.
- Meet with media reps and

evaluate the pros and cons of media choices.

- Do the research needed to make sure that your message is placed where it will have the most impact.
- And after you've approved the media plan, we...
- Make sure that your advertising gets the best placement and runs when and where it is supposed to, for the agreed-upon amount.
  - Streamline billing into one monthly media invoice.

How easy is that?

Keep in mind that we don't represent any one particular media outlet, or favor one type of media. Our only motivation is to make sure that your message gets to your target audience.

“We always make sure that our clients get the best value for their media dollars. That allows them to focus on their business while we focus on making their advertising campaign a success” *-Margie Seagers, media coordinator*

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## Consistent Design Hits A HOME RUN

Recently we created a campaign for Lancaster County Career & Technology Center (Lancaster CTC) to be used at Clipper Magazine Stadium, home of the Lancaster Barnstormers baseball team. The campaign included pole banners, stadium floor and step riser stickers, entrance banners, program ads, brochures, baseball cards, stadium cup holder stickers, and section and fence signage.

“All of the materials have a consistent look and feel, using the same color palette and a strong type treatment, which stays true to their current branding campaign” says Julie Rehman, production assistant. “Keeping the design consistent across all platforms, inside as well as outside the stadium, creates and strengthens brand recognition and effectively reinforces brand messaging. Head out to the ballpark and check it out!”

