

Whitten Design 

Print Advertising
Copywriting & Layout
a P r i m e r



Whitten Design

would like to share with you a few pointers to help you create better, more effective print advertising. Our experience in the advertising business spans more than 30 years in both account management and creative services. Over the years we've collected pointers from many different sources and are presenting the ones that we think will help you the most.

Headlines

- Should get the reader into the copy.
- 5 to 15 words is reasonable.
- Should be graphically balanced with other ad components—generally up to one-third of the entire space (Rule of Thirds: $\frac{1}{3}$ for headline; $\frac{1}{3}$ for illustration; $\frac{1}{3}$ for copy and signature.) *See fig. 1.*

Body Copy

- Should lead readers to action: What are they to do? Call, visit and buy? Ask for the order! Create a sense of urgency! *See fig. 2.*
- Avoid needless background, self-legitimizing copy about the company (unless relevant to the sale).
- Never write negative copy—positive copy gets better results.
- Stress how your product is superior to others; make sure you can back up such claims if challenged.

Copy Style

- Use active voice. *See fig. 3.*
- Talk to your audience. Write to “you”—avoid “we,” “they,” and unclear generalities.
- Short copy generally works best. (But there are important exceptions to this rule—especially for “high involvement” products such as big ticket items, new technologies, and direct mail solicitations where you want a lot of information.)

Typography

- Roman (serif) type like this is more readable than sans serif type.
- Headlines are more readable if set in upper and lower case (not all caps) in a typeface appropriate to the product or organization.
- Use short, boldface lead-in words, underlining or italicized words or phrases to create interest—or indent some paragraphs for more interest. *See fig. 4.*

Illustrations

- Should work together with the copy. *See fig. 5.*
- Whenever possible, feature people (or other living beings, such as dogs).
- Photos generally are most effective compared to illustration or no artwork. However, illustrations can be effective in technical presentations, or where photos are difficult.

Good Ad Summary

- Appearance of good taste
- Easy to read
- Headline gets reader into copy
- Illustration is appropriate to product and the mood
- Balanced layout
- Informs reader of the action to take *See fig. 6.*

As mentioned, this is a select list of pointers. If you have questions or would like to know more about how Whitten Design can help improve your advertising and marketing efforts, please feel free to reach us at 541-382-9079 or <http://www.whittendesign.com/access>.



*Laugh all the Credit
Way to The Bank*

FOR CURE SCHEM, BUNGE, 30 OR CLEVER IS NO
TALKING MATTER. But in the single ad we
do get a lot of benefits from being able.

We have wisdom to make smart choices. We have
50+ Checking at Mid Oregon Means:

- free checks
- no monthly fees
- unlimited check writing
- free travelers checks

{ Mid Oregon's 50+ Checking also offers an optional
ATM/Debit/Credit Guarantee card with no annual fee }

Mid Oregon CREDIT UNION

Bank Center of Mid-Oregon
First Road South of Bend, just off I-5, N.
Bend, OR 97701 • 541-382-1795 • www.midoregoncu.com 

1. In this Mid Oregon Credit Union ad we have placed the photo and headline together in one group, then the body copy, and then a larger logo component. This demonstrates the Rule of Thirds.



*ARE YOU LOOKING FOR THE
PERFECT RETIREMENT SOLUTION
FOR YOURSELF...OR A LOVED ONE?*

Whatever your situation...let us help!

At Aspen Ridge we provide three distinct communities to
accommodate your needs:

- An Independent Retirement Community
- A Comprehensive Assisted Living Community

AND ALSO:

- A Memory Care Community

THERE'S NO NEED TO LEAVE OUR COMMUNITIES AS THE
Times of Your Life Change.

Please call Roberts at 363-8500 for lunch and a tour.

Aspen Ridge
Private Retirement Community

1810 NE Fencil Blvd. • Bend • 97701 • 363-8500 • www.aspenridge.com

2. This Aspen Ridge ad subtly asks us to call for a tour of the community. Of course, if your ad is an image/branding ad then it may just be asking you to think nice thoughts about your company or to redefine your company in the marketplace in a nonverbal way—that's OK, too.



*Tame the BEAST
of single-copy sales.*


BELLATRIX SINGLE-TRAK™ SYSTEM

RETAILER: BELLATRIX, INC. • 12155 N.W. 22nd Street • Miami, FL 33187-1215 • 800-841-0778 • WWW.BELLATRIX.COM

© 2005 Bellatrix, Inc. BELLATRIX is the world's best way to sell more papers. What is it? A complete sales and service and full support system that lets you, the paper seller, track copy sales and revenue online. Complete, meaningful point of sale information lets you deliver and when to add papers. BELLATRIX is also the first online solution for service sales. No more carrying bulky tapes. BELLATRIX provides real-time sales data. Increase your sales and service your customers. Call for a demonstration today.

3. This Bellatrix ad uses an active voice: "Tame the Beast of single-copy sales." By the way, Bellatrix makes software and hardware for tracking newspaper and magazine vending machines sales.

BY A WRITER OF THE BESTSELLING
FRANCINE RIVERS
Redeeming Love



A romantic tale set against
the backdrop of the **CALIFORNIA
GOLD RUSH**

"Simply put, *Redeeming Love* is the most powerful
work of fiction you will ever read."

Readers of *Redeeming Love* have enjoyed Francine Rivers' books and her
series have been bestsellers. *Redeeming Love* is the first in the series.
It is a story of love, redemption, and faith. It is a story of hope.

Read *Redeeming Love* today. Call 800-841-0778.

Readers of *Redeeming Love* have enjoyed Francine Rivers' books and her
series have been bestsellers. *Redeeming Love* is the first in the series.
It is a story of love, redemption, and faith. It is a story of hope.

Read *Redeeming Love* today. Call 800-841-0778.

4. In this Francine Rivers book ad, we effectively use typography that really piques your interest.

**Flyfishermen,
Football Players
and
Firefighters
share
a secret.**

A man's fishing
casting, pro football team
and secret city the Department are hidden.
They're hidden. They're hidden. They're hidden.

Get inside your most complex tale such as out of
each evening, create mystery in the room, then
and behind, and a local one mystery. All hidden
in the one complex tale.

Read our only complete with 100 to 10,000
employees' best-up about the. Call for a free
demo disk today. 1-800-650-1000

CORT DIRECTIONS

10100 White Ave.,
Portland, Oregon 97201
1-800-650-1000
Email: info@cortdirections.com
www.cortdirections.com

5. In this Cort Directions ad, we set up a very playful interaction between the cartoon characters and the headline.



*Home is
where the
park is.*

**Help preserve our parks
today for tomorrow.**

"States you and Oregon have only the so you think that
great reason, you can depend on our public to create your
spirit. And our State Parks depend on you to make historical and
natural interest more than just a hobby. Please, join us today.
You give to the Oregon State Parks Trust, we give you the best."

OREGON STATE PARKS TRUST
2000 Hwy 101, Astoria, OR 97103

800-397-2757 • WWW.OREGONPARKSTRUST.ORG

6. This Oregon State Parks Trust ad clearly asks the viewer to take action. Have a single goal for your ad; for instance, don't make it both a retail and image/branding ad.



Whitten Design Can Help

For today's businesses, an investment in advertising, marketing or promotions must quickly and effectively grab and retain viewer attention.

Whitten Design creates marketing messages that help you develop new relationships. More importantly, we safeguard your assets. We know your messages also must reinforce established relationships. At **Whitten Design**, we have an arsenal of proven methods for finding the right approach to overcome communication hurdles. We help you find your way in the multiplicity of options and directions.

At **Whitten Design**, our years of experience will accelerate development and reduce costs. We improve your return on investment.



Whitten Design

Advertising + Design

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