



ReminderMedia's
Success Guide Series

How to Get More Value with Creative Services

 reminderMEDIA

Introduction

If you've mailed American Lifestyle magazine before, then you know how easy it is to deliver a customized magazine to your clients and other important contacts. That's no accident. We know how busy you are, and we made providing a quick, easy solution a priority.

You can do everything from uploading your photo to choosing exclusive Back Cover, Back Inside Cover, and Tear Out Card designs, in just a few minutes.

But what if you want your own custom ad to appear on your magazine? Creating an effective ad is not easy—unless you have the right help.



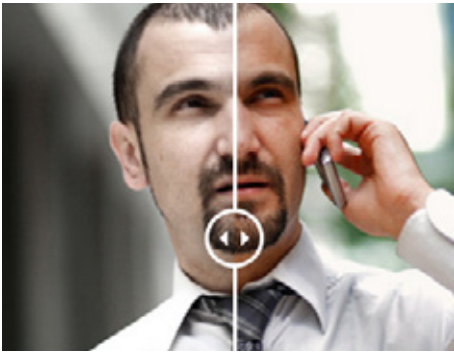
ReminderMedia's Creative Group can work with you to turn your ideas into reality.

This success guide will outline the creative services we offer, show you what has worked for your peers, and give you tips and ideas for taking advantage of these services.

- ③ **About ReminderMedia Creative Services**
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About ReminderMedia Creative Services

ReminderMedia's team of experienced design professionals offers a variety of services to help you deliver a magazine you can be proud of.



Headshot Photo Finishing

When you submit a headshot to us, we will color correct and touch up your photo for the best possible results. We look at each and every photo submitted for use on your magazine. This complimentary service allows you to look your best.

See the image above to view the before and after.



Customizable Designs

If you want a quick and easy option for creating unique ads without reinventing the wheel, template ads are your solution. Simply drop your information into one of our stunning template designs chosen for their effectiveness.



Custom Ad Creation

Want a one-of-a-kind ad based on your unique audience, objectives, and brand? We can develop a completely custom ad for a fraction of what an agency would charge. And you'll get better results, too.

Nobody knows the magazine better, including which ads work best. And since we have your photo, logo, and contact information already, we can help you complete your custom ads quickly and easily.

What's more, if you ever need to update or reformat your ad, we won't charge you for creating a whole new ad like an outside agency would. You'll pay only a fraction of the cost.

How to Create a Great Ad

The ReminderMedia Creative team will work with you and your Marketing Advisor to develop the most effective ad possible to meet your goals. But your input is still critical. It's still your ad—and your business.

Follow this step-by-step process to create a great custom ad for your business.

1 Determine Your Needs and Goals.

An ad is kind of like a road trip. If you don't know where you are trying to go, how can you expect to get there? Start with what you want the ad to accomplish.

Is your goal strictly branding? Do you expect to generate leads? Do you want people to contact you about a listing? Your ad should look and read differently for each of these.

For instance, a listing ad wouldn't be effective without details about the property or properties you're advertising. But that level of detail would be too much for a branding ad, where you want the reader to remember just one concept.

2 Determine Your Placement.

There are different areas within American Lifestyle magazine that you can customize. Each has its own benefits and drawbacks that you need to consider.

BACK COVER

The mailing panel is the first place most people look when they get their American Lifestyle magazine out of the mailbox. That makes the Back Cover prime advertising real estate.

That mailing panel does take up some of the space, though. So you can't run a true full-page ad.

Best for: your most important ads and when you want to maximize your exposure



How to Create a Great Ad

BACK INSIDE COVER

While this option doesn't get the exposure the Back Cover does, it offers the most room to work with. That can be an important factor depending on the goals of your ad.

Best for: when you have a lot of information to include, such as a listing ad with multiple properties or when you need the space to show off a large photo

TEAR OUT CARDS

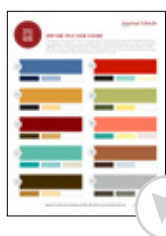
In addition to the custom ad pages, you can create your own custom Tear Out Cards. The portability of Tear Out Cards more than makes up for the limited space. These are designed to be shared with others, which can increase your exposure and introduce new prospects to your business.

Best for: simple, share-worthy ideas that can be presented in a small space, such as coupons, schedules, or quick tips

3 Explain Your Vision.

Let us know what you have in mind for your ad, and provide the specifics. Is there specific text you have in mind? Do you have brand guidelines we should follow regarding colors, type styles, etc.? Is there a specific placement for your logo that you'd like us to use? What is your call-to-action?

The more detail you can provide, the better we will be able to make your ideas happen. If you need help with design decisions, consult our style guide for a selection of popular colors, fonts, and background options. 📌



DOWNLOAD OUR STYLE GUIDE

To use this guide, simply pick the selections you want, and provide the corresponding numbers to us.



Anatomy of an Effective Ad

Think about these elements as you plan your custom ad.

The advertisement is divided into three sections. The left section has a yellow header 'ASK ABOUT OUR IN-COUNTRY DEALS' and a black background with the headline 'DO NOT MISS ANYTHING' in large white letters. Below the headline is a paragraph of text and a call to action. At the bottom left is the 'DREAM DESTINATIONS' logo with an airplane icon, and at the bottom right is the phone number '(610) 878-5000' and the website 'www.yourwebsite.com'. The middle section has a dark blue header 'CITY LIGHTS.' and a night cityscape image. The right section has a black header 'VINEYARD SITES.' and a daytime vineyard image. Callout icons include a ribbon seal pointing to the headline, a red circle with horizontal lines pointing to the paragraph, a megaphone pointing to the call to action, and a camera icon pointing to the vineyard image.



Headline

David Ogilvy wrote that on average, over five times as many people read the headline as the body copy of an ad. And when you have written your headline, you've spent eighty cents out of every dollar.

That makes it the most important text on the page. Here are a few tips to make yours stand out:

Add an element of news. *New*, announcing, and introducing are all effective words at getting attention.

Call out your prospect. For example, if you're targeting first-time home buyers, use words like *your first home*.

Highlight your main benefit. Give readers a reason to keep reading your ad by focusing on their self-interest.

Try to add some intrigue or mystery. If you give everything away in the headline, people have no reason to read on. Just be careful not to save it all for the body copy. People don't have the time or motivation to try and figure out a headline that relies solely on curiosity.

Anatomy of an Effective Ad



Images

People are visual creatures. We're naturally drawn to the images on a page, and it's likely the first thing your audience will see. Make yours count with these tips.

Provide the highest resolution images at the largest size available to ensure that your images are crisp and clear. If you need specific requirements, our creative team can help you determine the minimum resolution for your custom ad.

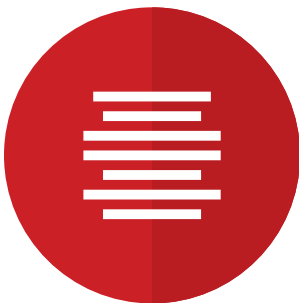
Make sure the subject matter of your image is clear. People should immediately understand what you are showing. It should be well lit. And it should be large enough to show off the details you want to highlight. Nobody will be able to see or appreciate intricate architectural details in a thumbnail image.

Use natural lines and directional cues in your images to direct attention to the body text. For instance, if you use people in your ad, you will automatically look the direction they're looking.



**SEE THE IMAGE
REFERENCE GUIDE**

[creative.remindermedia.com
/image-reference-guide](https://creative.remindermedia.com/image-reference-guide)



Body Text

If you've gotten people to read this far, they're clearly interested in what you have to offer. Don't lose them by skimping on the details.

Try to get into the minds of your readers. What is it that they need to know to proceed to the next step, whether it's calling you, visiting your website, or remembering you the next time you follow up?

For listing ads, make sure to include details such as the address, listing price, number of bedrooms and bathrooms, and any unique details of the home.



Call-to-Action

Don't just assume that people will take the action you want after reading your ad. Ask them. Your call-to-action should stand out so even skimmers can get the idea and know immediately what they should do.



For inspiration for your ad, check out the design portfolio on the Creative Services website: creative.remindermedia.com

How to Get Started

Working with ReminderMedia Creative Services is easy. You can order custom designs online at creative.remindermedia.com. Just follow the step-by-step instructions to enter your specifications and upload any images or other files you'd like us to use. If you'd prefer, you can also call your Marketing Advisor to discuss the details of your ad.

The website also has helpful resources, including our style guide, image reference guide, and more.

And rest assured that you won't be left on your own. Your Marketing Advisor and someone from the creative team will work with you one-on-one to guide you through the process and develop solutions that meet your needs.



GET STARTED TODAY!

Visit creative.remindermedia.com, or call 866-458-4226.



Conclusion

You know how powerful custom content can be—you mail American Lifestyle magazine after all. Why not take it to the next level with custom ads and Tear Out Cards?

Whether you want to show off listing ads to differentiate yourself in a listing appointment, create awareness of all your services, or simply keep your brand top of mind among your clients and sphere of influence, we can help you make your ideas happen.



For inspiration for your ad, check out the design portfolio on the Creative Services website:

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