



**TheGredeCompany**

# 30-SECOND MARKETING TIP



## Better Ad Layout

Make your ads easy for your customers to read.

Have a logical flow. Put what you want your reader to read first (usually the headline) where your reader will find it first (usually at the top of the page or right beneath your illustration).

Your first paragraph should be short, not more than 15 words. If you use long copy, break it up with bullet points.

Every four or five paragraphs use a subhead to build interest. Keep columns narrow, the way newspapers and magazines do.

**Never set your copy in reverse** (white on black). It's harder to read and will often be ignored.

Use lower case, like newspapers and magazines. **ALL CAPITAL LETTERS ARE HARDER TO READ.**

[www.TheGredeCompany.com](http://www.TheGredeCompany.com)