

Designing an advertisement for Adams Community Channel 7:



***DESIGN SIMPLICITY is the key to an effective ad.**

*Keep your text short and to the point (*limit 30 words or less*) A maximum of 9 lines of text. Think of your ad as a business card. *Less is more!*

*Make your logo as large as possible.

*No more than 3 photo elements per design are recommended.

*If you have a scanned image you want to display on Channel 7, save it as a Jpeg. You can also email it to us. If you have a picture you would like us to scan, please try not to leave any thumbprints on it.

*The image file size for Channel 7 is 800X600 - pixels.
Full design area is 11.111 wide and 8.333 height – inches
Ad text area is 10.181 wide and 7.667 height – inches

*Please design any ad that you create for Channel 7 in **Landscape**.
The television screen is of a more horizontal proportion. Portrait mode
or 8½ X 11 are the correct proportions for a magazine or in print,
but wrong for Channel 7:

Example:



*Please keep in mind that any ad on Channel 7 has a 15 second dwell time,
so keep your text readable in a 15 second time frame. 9 lines of text
maximum. If you have more text in mind, you may consider adding
another ad frame to accommodate your text.

*Save any ad frame that you create in a common graphics file format –
(JPEG, GIF, BMP, PSD.). You can burn it onto a CD readable on a
Microsoft Windows Operating System - (Windows XP or later).

*Please **PRINT ALL TEXT** you have in mind for your ad legibly.
And correct spelling for your business is essential.

*If you have text created in Microsoft Word, please use Microsoft Word 9.0
or higher.



channel7@echoes.net

Revised on Wednesday, February 16th, 2011