

LET US DESIGN YOUR AD FOR *BERWYN MAGAZINE!*

BDC Advertisement Design Program

Are you looking to advertise in *Berwyn Magazine*? The Berwyn Development Corporation is now offering their design services—a FREE service for BDC Members!

HOW DOES IT WORK?

If you would like the BDC to design your advertisement, you must be ready to provide us with the following information:

STEP ONE: PROVIDE REQUIRED INFORMATION

- What you would like your ad to say?
REQUIRED: 30 words maximum, including HEADERS, SUBHEADERS and BODY TEXT
(For example: Discover Delicious! Discover Amy's Soup Emporium. Looking for a wonderful dinner alternative? Plan your next evening out at Amy's—perfect for friends, family and business events.)
- Include up to FIVE images you may want us to incorporate into your ad
REQUIRED: Photos must be at least 1000 pixels x 800 pixels, 72 dpi and RGB color. Preferred files include .png, .jpg, and .tif. **Although you may provide us with 3 images, we may not use all of them.** If photos aren't provided, we will use free stock images.
(For example: high resolution photos of your business storefront, products you sell, purchased stock photos from Shutterstock, iStock, etc.)
- Your business logo
REQUIRED: .png file preferred, but will allow .jpg and .pdf
- Contact information
REQUIRED: Contact person, business address, phone number, website, social media profiles (if desired)

STEP TWO: REVISIONS

The BDC will provide one option for your advertisement. At this point, you will have the opportunity for up to **2 revisions**.

WHY SHOULD YOU TAKE ADVANTAGE?

There is absolutely no additional cost for us to design your advertisement! This opportunity is perfect for those with busy schedules, a small staff or those seeking to amp up their advertisements.

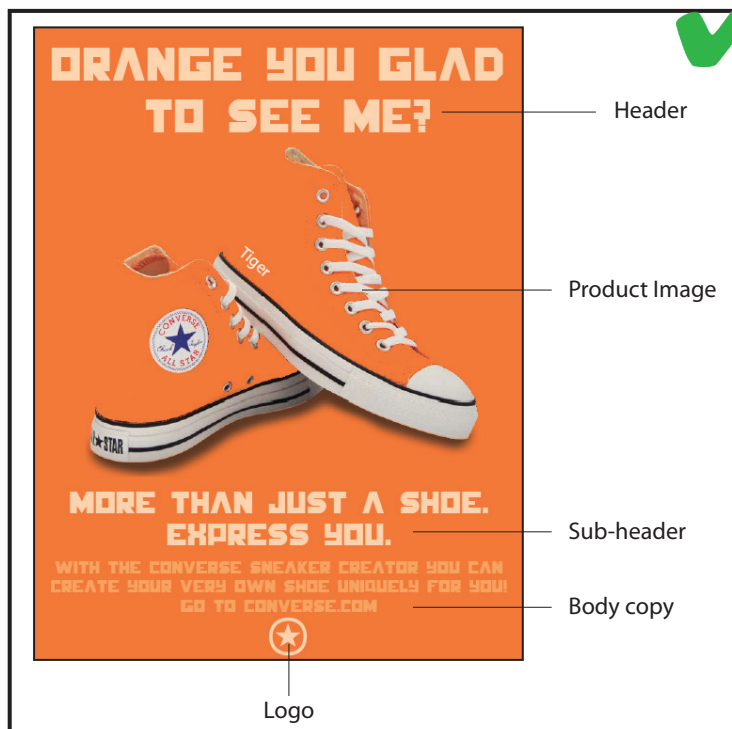
For questions or to take advantage of this program, please reach out to Judy Saraceno-Swenson at 708.788.8100 or judys@berwyn.net.



Berwyn Development Corporation
3322 S. Oak Park Ave.
Berwyn, IL 60402
708.788.8100
www.berwyn.net

TIPS & TRICKS FOR DESIGNING A BETTER AD

- **Start with a headline/header:** This is your big statement. Choose your message wisely—keep it short and to the point.
- **Use a sub-headline/sub-header:** Sometimes, you need to add a little more uumph. That's where your sub-header comes in. Use this short statement for secondary information.
- **Don't ignore body copy:** Again, keep it simple. Body copy is the perfect place for brief descriptions or other important information about your products or services.
- **Consider your image(s) carefully:** Stay away from dark, blurry or pixellated images. The higher the resolution, the better. Show off the best shot of your product or service!



ORANGE YOU GLAD TO SEE ME?

Header

Product Image

Sub-header

Body copy

Logo



ABC LANDSCAPING

LANDSCAPING • IRRIGATION • TURF
SNOW REMOVAL • WINTERIZATION OF IRRIGATION SYSTEMS
MOWING • PLANTING • SODDING

CALL US! 609-555-1234
1-800-555-LEAVES
FAX US! 609-555-2345
www.abclandscaping.com/LEAVESRUS