



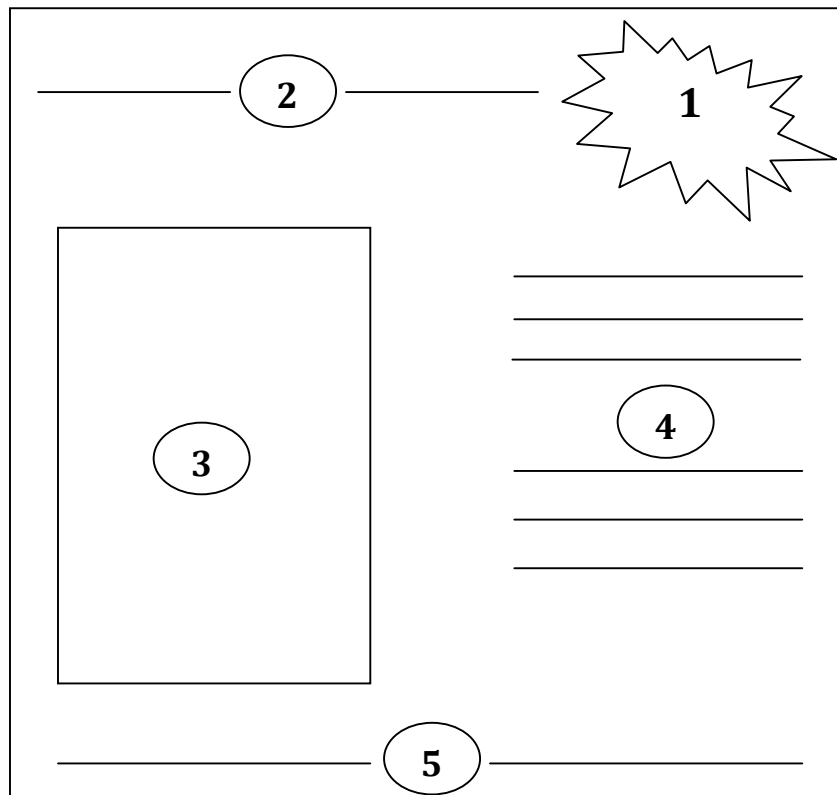
ROSE PUBLISHING/ASPIRE PRESS

ROB AMBROSE
INTERNET SALES, ROSE PUBLISHING/ASPIRE PRESS
RAMBROSE@HENDRICKSONROSE.COM
SILVERTON, OR

P: (503) 874-0570
WWW.ROSE-PUBLISHING.COM
WWW.ASPIREPRESS.COM

BROADCAST EMAIL DESIGN GUIDELINES

There are 5 key elements to good ad design:



1. The most critical element is the **OFFER**. Offer something of value at the top of the ad, where people will see it even if they don't scroll down to view the rest of the ad. Make the most radical offer you can, so that you'll receive the largest response possible. People love deals! Make a "deal they can't refuse", based on what's worked best in other marketing efforts you've done. For example, offer a sale, a discount, a premium, a free sample, a free download, a trial membership, or a value added bonus.
2. The next most important thing is the **SUBJECT LINE & HEADLINE**. (You can use the same idea for both). It needs to be short and attention getting, as it works like a headline in a newspaper. If it catches people's attention, they will read on. Once you decide on a good benefit for the headline, you build the rest of your ad on that. I'd caution against cryptic headlines that people have to think about to figure out, or using your organization's name. Often the best subject line and headline is your offer! For more



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tips on subject lines, click here: <http://ads.rose-publishing.com/media/Subject-Line-Tips.pdf>

3. Since people are visually oriented, and don't "read" ads, you must have a **GRAPHIC** to decorate your ad. Usually the best graphics are photos. Make it as large as possible – say 600 x 500 pixels, in a high-resolution jpg or gif file. Have it be a simple, close-up shot, perhaps with one or two people in it. Don't use clip art or your logo! And keep it to around 10 – 20 K so that it loads up fast.
4. Write some simple, **SHORT, BULLETED COPY**, geared toward benefits instead of features.
5. End with a strong **CLOSE**. Clearly tell people what you want them to do. Make it obvious that you want them to buy, call, or click your link for more information. Usually people put this on the bottom, together with their logo, company name and address. If possible, give them all 3 ways to contact you: your 800#, WEB address in hyperlink form so they can link right to your site and your email address.

Some tips:

- Spend 10% to 20% of your preparation time on the subject line. It's that important! And "Free" is OK to use. It will not impact spam. Change subject lines often if you do multiple blasts.
- The top 2-3 inches are the most valuable part of the ad, as that area will be seen first in people's Outlook preview panes and on their mobile devices. (20% of all emails are read on mobile devices right now.) So put the most important info there – your offer, headline and your link.
- Keep the ad as **SHORT** as possible. The response you receive will be in direct correlation to how long or short your copy is. The shorter the ad, the better the response. I'd recommend 100 to 200 words.
- Only offer one thing! If you offer more than **ONE PRODUCT**, the recipient will be confused, and you'll get a smaller response.
- Layout your ad in a "Z FORMATION". Design it so you start reading at the upper left of the ad, across to the right through the top headline (the top of the "Z"), then across diagonally from the upper right to the lower left through the graphic, and then finish



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at the bottom right with the close. This is how people read ads!

Here's a sample ad that incorporated all of these points:

FILM CLIPS TO ILLUSTRATE YOUR SERMONS
Download "Found", based on the Parable of the Lost Coin, **FREE!**



In "Found", a homeless man has lost something of great value. Overcome, he searches frantically for his most prized possession.

Many of today's Christians struggle to understand the meaning of Jesus' words. Our short videos:

- Shed new light on Christ's teachings
- Provide an entertaining and thought provoking springboard to discussion
- Are set in modern times, authentically and accurately < 36 Jesus? of one depicting >
- Are of exceptional cinematic quality
- Are accompanied by helpful free "Leader's Bible Study Guides"

Try the first film, "Found", for **FREE** and learn about the other films in the series.

www.36parables.com/films/yellow

Please send your ad to rambrose@hendricksonrose.com at least 10 working days in advance of your broadcast date, following our specs: <http://ads.rose-publishing.com/media/rose-email-design-specs.pdf>.

Sincerely,

Rob Ambrose
Internet Sales, Rose Publishing
503-874-0570
Silverton, OR