

Want to make your message stand out in *About Town*?

Here's some Sage Advice from the POA Marketing Manager

Since we started About Town in July 2021, I've had the pleasure of working with many organizations throughout the Village, helping them publicize their events and activities. Sometimes I see you trying too hard to make your ad or notification a piece of art, when all you need to do is create something visually pleasant and **easy to read**.

Here are some tips to make your work easier and get more attention from our readers:

1. **Use basic fonts** like Arial, Helvetica, Bookman or Times New Roman. The fancier the font, the harder it is to read. Road signs are not written in cursive for a reason. And try not to use more than three fonts on one page. Less is more.
2. **Don't make your type too thin or too small.** Bold, larger fonts work better. This means you have to limit your content. See next tip.
3. **Don't try to say everything.** Say enough to get the reader's attention and make them want to call you, email you, or show up at your event.
4. **Choose colors that contrast simply**, like black or dark blue type on white. Or white on black (that's called "reversed type"). Don't try pastel blue type on a royal blue background, or purple on a red background. Again, think of road signs: black on white, black on yellow.
5. **Keep it horizontal.** Make your text read right to left, not up and down. Don't turn your flyer into a crossword puzzle or find-a-word game. Don't make the reader turn the page sideways to read vertical or diagonal type.
6. **Use photos of at least 200 KB** whenever possible. Smaller photo files don't have the resolution necessary to look good.
7. **Make your message one or two FULL PAGES** of content. Provide a finished JPG or PDF, sized to 8.5" X 11".
8. **Try to have a date and time, or at least a start and end date.** Rather than an open-ended message about your activity, give the reader a sense of when it's happening, and when it ends. Be clear about reservation deadline vs. event date and time.

Are these tips helpful? Let me know how I can help you.

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