

Edible Santa Fe offers free advertisement design for our supporters. We offer this service because we want our advertisements to be effective, to help small businesses who couldn't otherwise advertise, and to increase the visual appeal of the entire magazine.

This guide outlines our policies, best practices for ads, and guidelines to creating an effective ad. If you have any questions, please contact Stephanie Cameron at 505-818-9582 or stephanie@ediblesantafe.com.

How Our System Works

1. Gathering Materials

Send all the company assets for the ad through your ad rep. This includes anything that might be used in the ad, including: Logo, company colors, business hours and other information, photos you'd like to use, etc.

Please keep in mind that print publications require high-resolution images, particularly with larger ad sizes. Consult the Advertising Rates sheet, which details pixel sizes for the various ads. This is true for both pictures as well as logos. If needed, we offer design services to create a new logo, or to recreate a low-resolution logo at print resolutions.

2. Gathering Information

Your ad representative should also ask about your goals with the ad, such as getting more soccer teams in to a trophy shop, announcing a new location, or promoting an event. Additionally, try to get a sense of the "vibe" you want to get across: High-end, family friendly, etc.

3. Designing the Ad

Stephanie Cameron is in charge of ad creation, and makes most of them herself. As the publication deadline approaches, it becomes imperative that you deliver all elements in a timely manner.

4. Proofing

Once a design has been made, we'll send an email proof. Once you view the ad proof, send notes to Stephanie, and accept or decline the proof. If you decline the proof, please give concrete advice about what you'd like to change ("I think the logo should be bigger"), and avoid vague language ("it needs to pop").

5. Revisions and Approval

We'll create ad proofs for you, and take feedback until you have an ad that will run in the magazine. We try to complete ads within about 1-2 revisions.

Advertisers taking advantage of our free design services are expected to read and understand this guide.

What Ad Design Covers

- Assembling your ad from elements provided by the company.
- Proof of the ad.
- Ads may be changed each issue. If you plan on having a new ad each issue, we recommend having a basic template that can be changed to suit the changes, and to develop a year-long plan on exactly what you'd like to emphasize in each issue.
- Finding stock images, good fonts, etc., for use in the ad.
- Advice on content, placement, and general design.

What Ad Design Does Not Cover

- **Logo design.** Your logo is the face of your company, and deserves more time and thought than we can offer for free.
- **Logo resizing.** A common problem is that companies have a logo, but do not have a high-resolution image. We can be hired to do this, usually for between \$35-100, depending on the complexity and source materials.
- **Excessive iterations/proofs.** We don't like putting a number on how many proofs is too many, because some changes are trivial, and others are complex. In *general*, we try to finish within 1 to 2 revisions of the design, and 4 is outside the norm.
- **Photography.** We can provide photography, but this usually comes at an additional charge. Ask your ad rep what opportunities are available.