



Arnett Muldrow
& Associates

ADVERTISING CATALOG

Ware, Massachusetts



Advertising

Ads come in all shapes and sizes but they have a common goal -- to sell a product, a service, a brand. Text, visuals, or a combination of the two are the main elements of any print ad. There are several fundamental design strategies that will allow for connections to be made while also allowing your business to reinforce its own identity. The use of clean design, similar color palettes, and a consistent logo element can create an independently managed COMMUNITY IMAGE campaign.

Visual at the top of the page. If you are using a photo, bleed it to the edge of the page or ad space for maximum impact. For photos, place a descriptive caption below.

Put your headline next.

Follow with your main ad copy. Consider a drop cap as a lead-in to help draw the reader into the copy.

Place your contact information (signature) and any pertinent social media icons in the lower right corner. That's generally the last place a reader's eye gravitates to when reading an ad.

Anatomy of an Ad

Headlines

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

Contact

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of:

Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras.

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.

Body

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

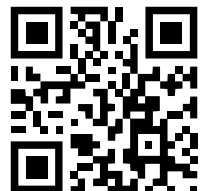
Where to go for a scenic bike ride? This is Ware.



Ware, MA

Somewhere Worth Seeing

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For More Information, go to www.ThisIsWare.com and plan your trip!

Where to go for a great music? **This is Ware.**



© jack cascio www.NE/



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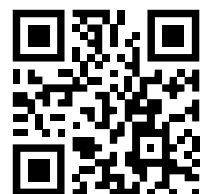
Where to go for a quiet paddle? **This is Ware.**



Ware, MA

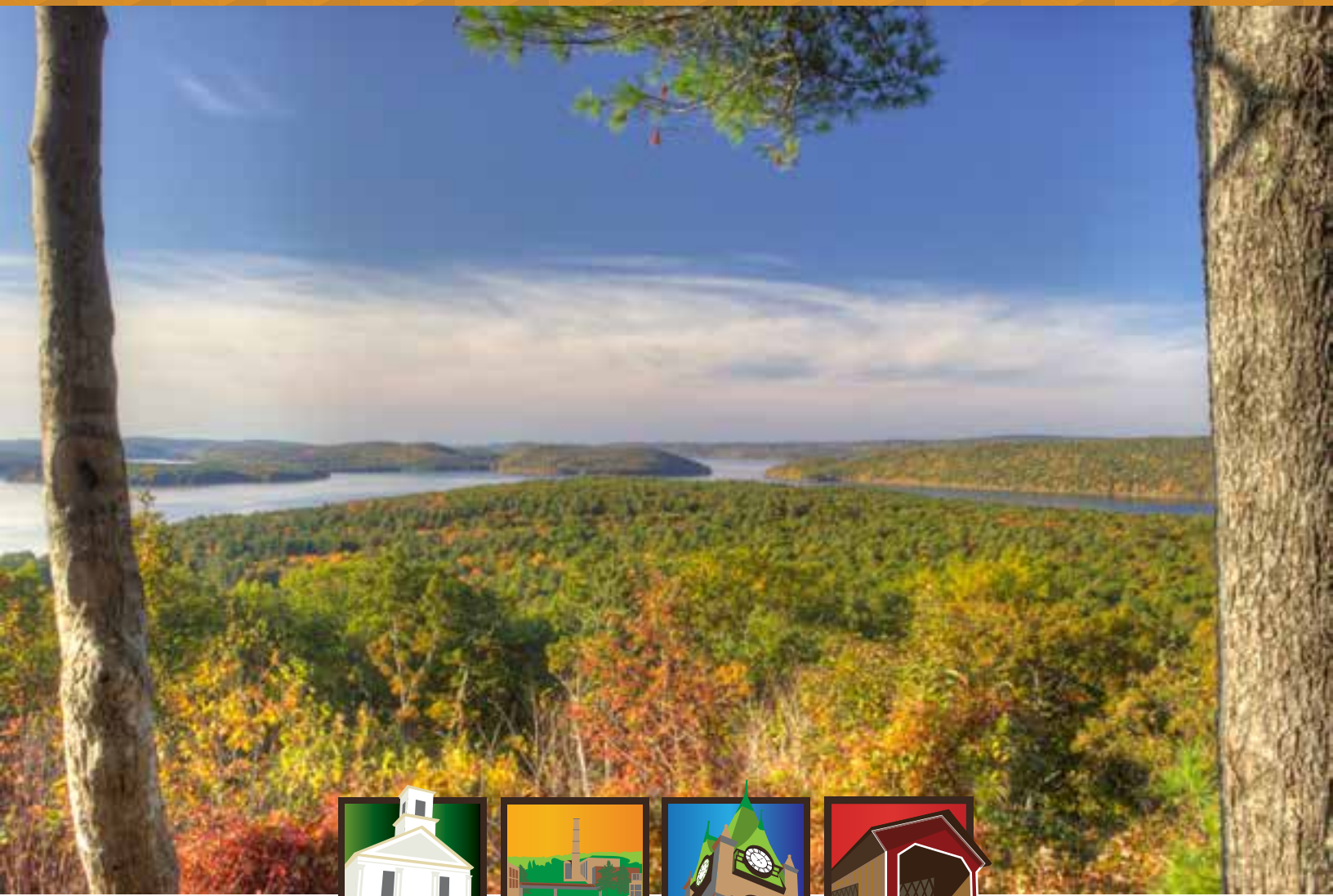
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Where to go for a breathtaking? This is Ware.



Ware, MA

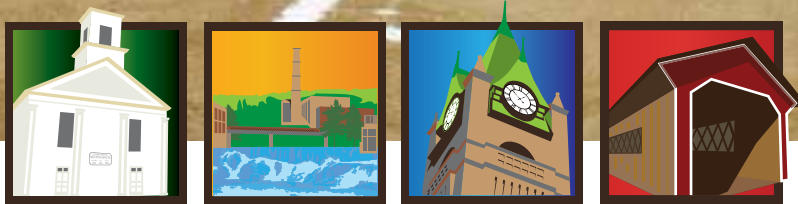
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Where to go for teamwork? This is Ware.



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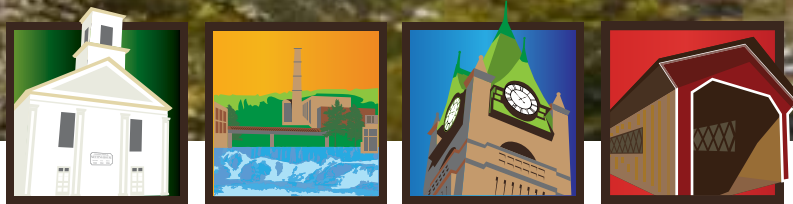
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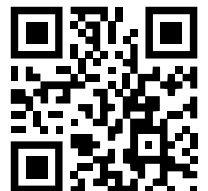
Where to go to get reeled in? This is Ware.



Ware, MA

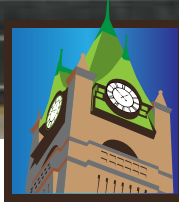
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Where to go for the goal? **This is Ware.**



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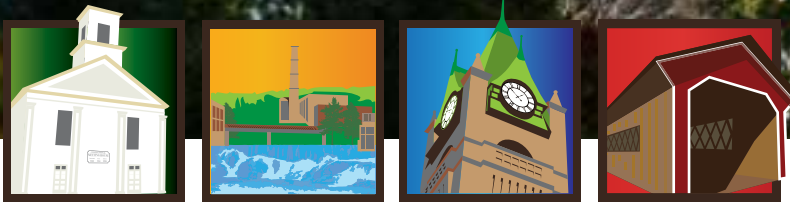
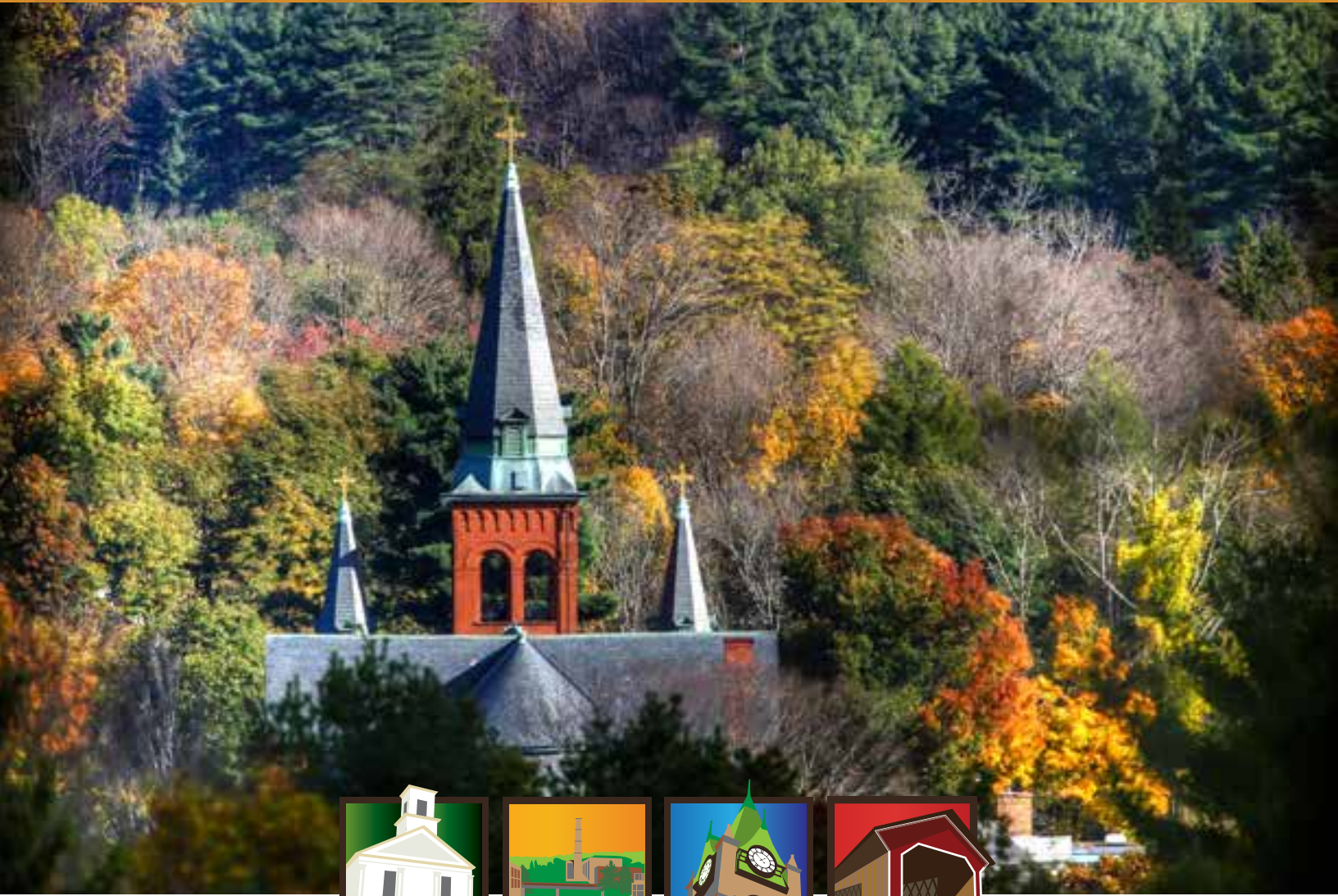
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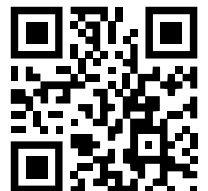
Where to go to stick out? This is Ware.



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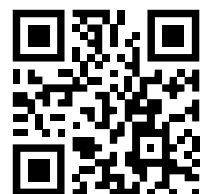
Where to go to overlook the world? This is Ware.



Ware, MA

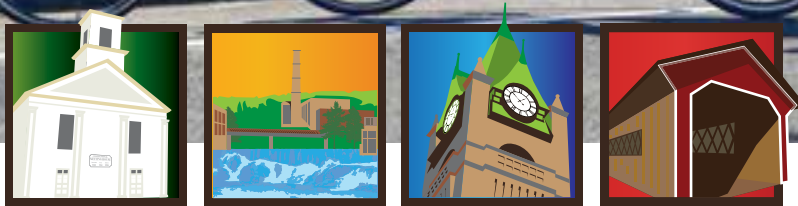
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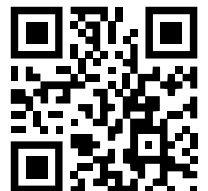
Where to go for a leisurely ride? **This is Ware.**



Ware, MA

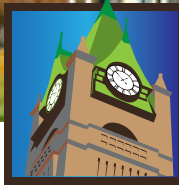
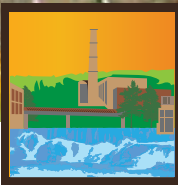
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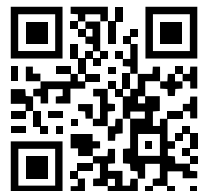
Where to go for strong faith? **This is Ware.**



Ware, MA

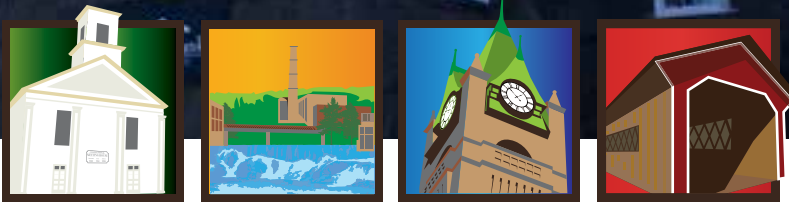
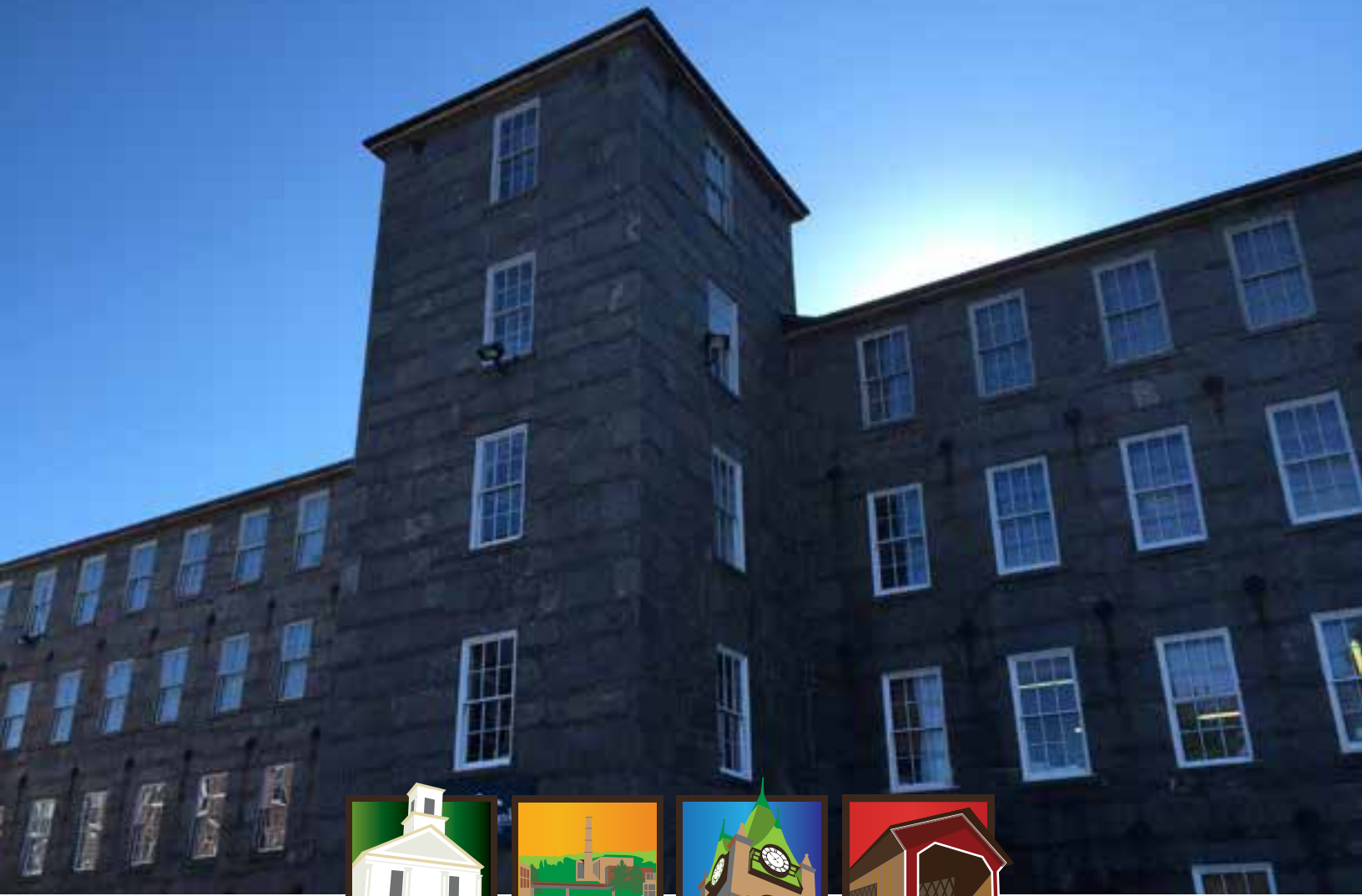
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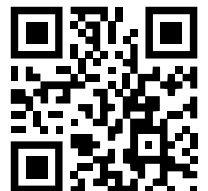
Where to go for a solid history? **This is Ware.**



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Where to go for serenity? This is Ware.



Ware, MA

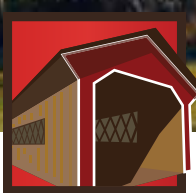
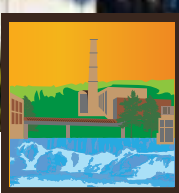
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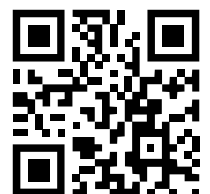
Where to go to meet? **This is Ware.**



Ware, MA

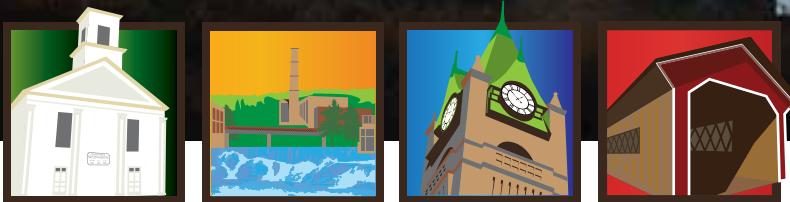
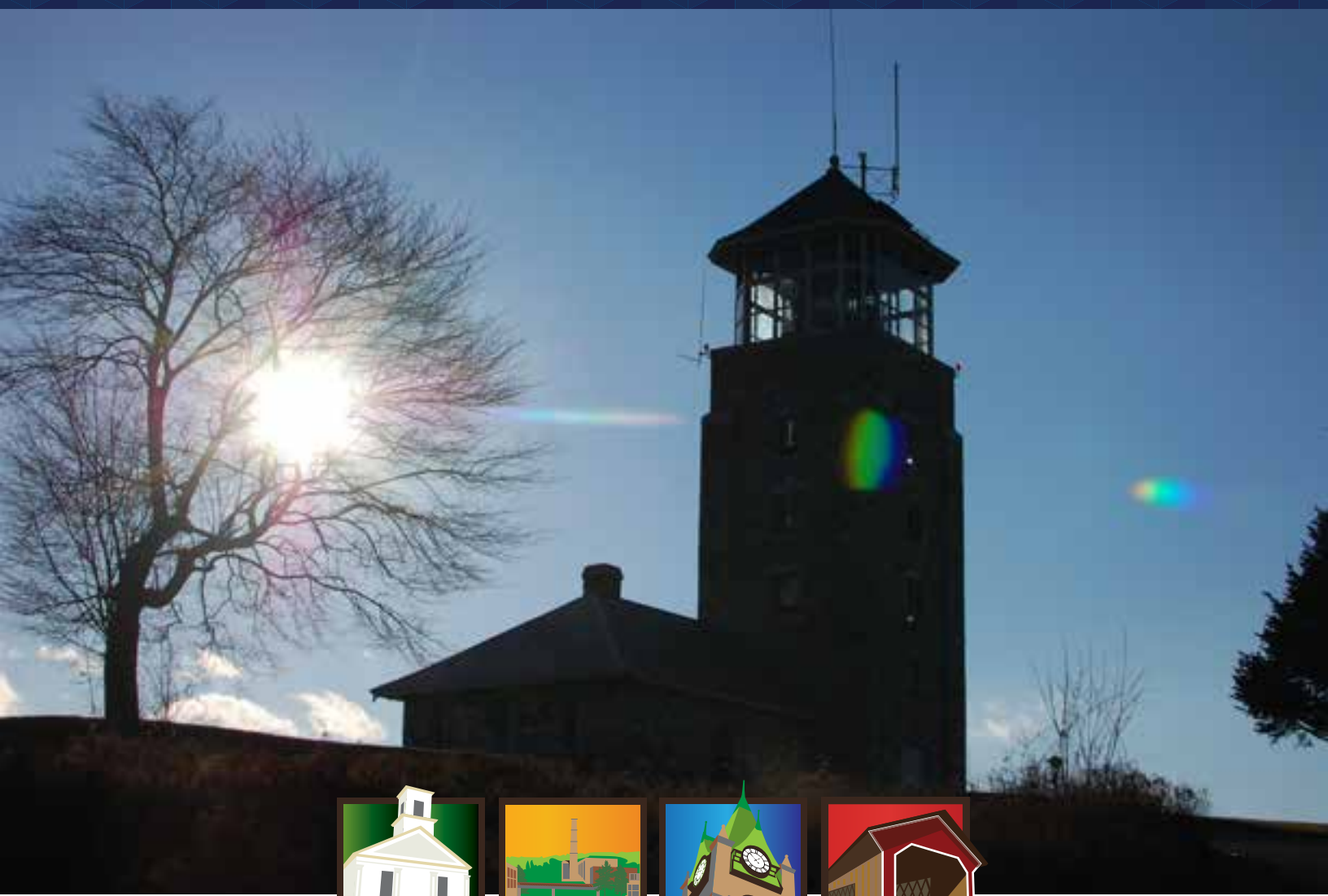
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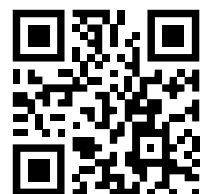
Where to go for a great view? **This is Ware.**



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Where to go for the perfect gift? **This is Ware.**



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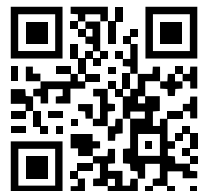
Where to go for style? This is Ware.



Ware, MA

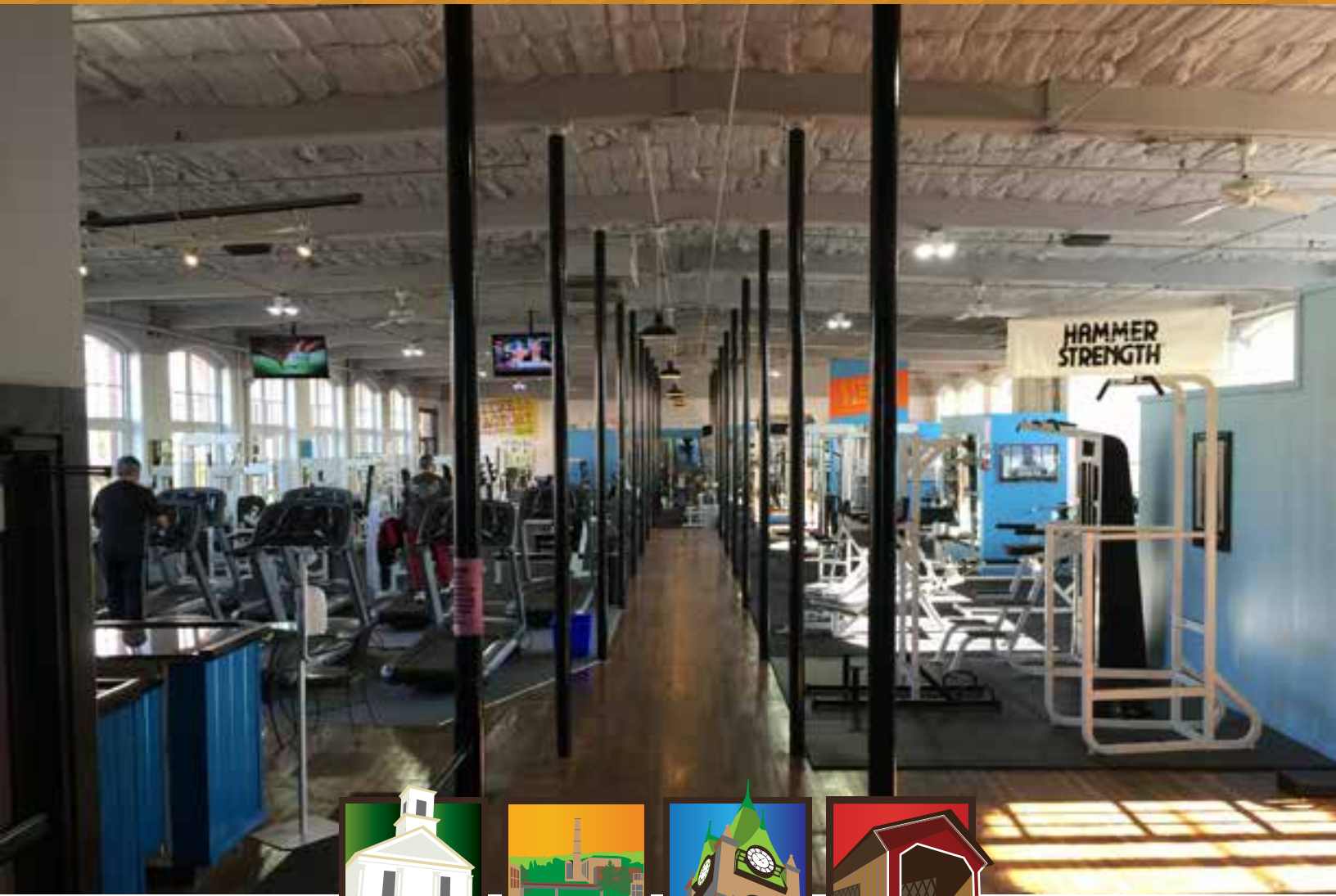
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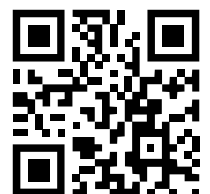
Where to go to workout? This is Ware.



Ware, MA

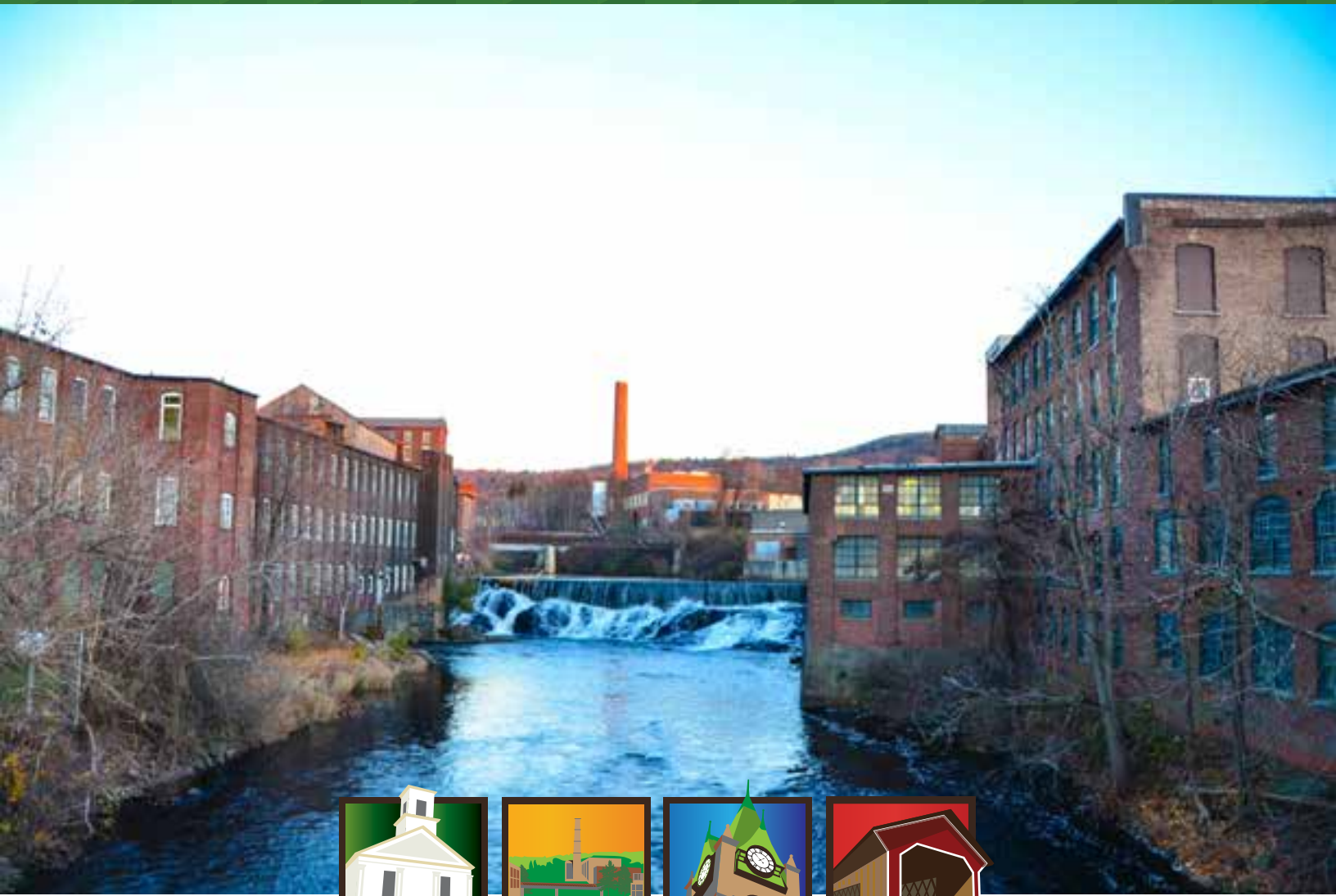
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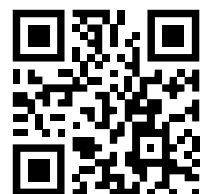
Where to go for falls downtown? **This is Ware.**



Ware, MA

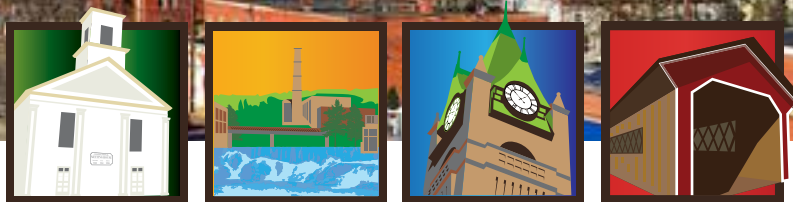
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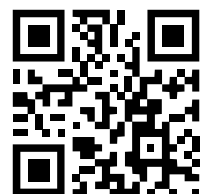
Where to go for a quick retreat? This is Ware.



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