

## CUSTOMIZING STEPS & RUNNING YOUR ADS

The situation facing community colleges today is dire. The disparity between increased enrollments and decreased funding support from state and local governments is an issue that desperately needs to be remedied. Running these ads may help in this effort. We hope you find these ads useful.

We have produced five different ads for you to use. Each ad presents the case for community colleges in a different way, with slightly different messages. All call on state and local governments to increase their support of community colleges.

These ads have also been designed to be easy to use and easy to customize to meet the needs of your college. Even if you don't have in-house graphics capabilities, these ads have been created so the publications that will be running them can customize them for you.

**Step 1:** Read through each of the ads (there are five different ads in two different sizes).

**Step 2:** Decide which ad or ads best communicate the messages you want to deliver to your state and local lawmakers.

**Step 3:** Attain the names and phone numbers of your leading lawmakers. Your national Members of Congress can be found here: <http://www.contactingthecongress.org/>. To find your local ones, you will have to search the Web.

**Step 4:** Attain a digital version of your community college's logo (black & white is preferable).

**Step 5:** Decide what size ad you want to run. Each ad has a black border, so the space you purchase and the size of the ad do not have to match exactly. Instead, you can ask the publication to 'float' the ad. The ads with pictures will work best in vertical spaces (like a full page in a local newspaper, magazine or program). The ads without pictures will work best in horizontal spaces (like the bottom half of a magazine, newspaper or program page).



Note: Each ad has been created in two different software programs: InDesign and PFD. InDesign files are easiest for printers use. PDFs are easier for you to view. Ask your printer what kind of file they would like.

**Step 6:** At the bottom of each ad there is a place for your logo, lawmakers' names and phone numbers. Have your graphics department place this information into the ad(s) in the space provided. The publication you will be running in can also do this for you.

**Step 7:** Send the full file of the ad you want to run to the publication, along with your logo. Ask for a digital proof in return, so you can see how your ad will look on the page. You will be able to ask for changes if you do not like what you see.