

Maximizing MPCA's Healthy ME! Print Ads

There are a dozen print ads available for you. Here's a quick rundown on how to make the most of them.

Newspaper and Magazine Advertising

Many communities have local newspapers, often tabloid sized papers, and magazines. You might also advertise in community newsletters, theater and sports programs, and the like.

The first step is to ask your local publication to customize your ad in two spaces:

- Ask them to add your health center's website address, featured in a bold subhead, immediately below the ad's photograph. The typeface we used is called Knockout, but Arial Bold is a good substitute. It should read:

Visit [insert your website URL] today!

- Provide them with your health center's logo and a typed version of the contact information to be displayed below your logo: street address, city/town, telephone number, email contact. It won't hurt to repeat your web address here if there's room.

Note: We suggest not including "ME" and your ZIP code in your contact info. Keep it simple. Your audience will know you are in Maine, and they will not need to send you mail — at least not at this stage.

We've created the ads as near to a standard size as possible. Your local publications and their sales representatives can also adjust the size of your ad to fit their column widths.

Working with Your Local Printer

Most likely, you have access to a print shop: a small, local printer (or a large, commercial printer) or a chain operation like Staples.

Using the artwork for any of the ads, you can work with your printer to add your URL, logo, contact info, etc. and promote your health center in a number of ways:

- **Postcards:** The size of the ad is just right for turning it into a "postcard," although for USPS purposes and postage cost, it's considered a letter. Just remind your printer that it should be printed on cardstock. An "80 lbs." card stock will work just fine. (Ask your printer if Bulk Mailing, a slightly slower delivery option, might save on postage.)
- **Buckslips:** If you're mailing any regular mail to patients, community organizers, local colleagues, etc., you can include a "buckslip" version of any of the ads. This can be printed on regular paper and trimmed. All of the ads are 4" x 8" size, so they will fit neatly in a #10 business envelope.
- **Posters:** You can also have your printer enlarge the ad so that it's as tall as 16.5 inches and print it on an 11 x 17" sheet of paper. (In fact, you can fit two ads on one sheet of 11 x 17.) Trim these out or have your printer trim them.

Ask your printer about having posters mounted onto rigid foam core boards and perhaps add an “easel back” to it so it can stand on its own on a flat surface.

Posters are great reminders at your health center, and they are very effective and attention-getting whenever you have a booth or display table at a local health fair or other informational community event.

Keep in mind that you can make the poster larger than 16.5” tall as long as your printer has that capability.

So there are lots of ways to maximize your ad kit. Marketing communications is a game of impressions. The more often members of your audience get your message, the more they will remember who and where you are located.