

Ad and Design Policy – Prairie Region

Prairie Region is fortunate to be able to offer in-house ad design at no cost. This encompasses a large variety of mediums from digital signs to on-line and printed publications. We are happy to work with advisors and chambers to provide ads. On all ads the following will apply.

It is our goal to work with new ads and marketing ideas, however to maintain national brand standards and consistency, we are required to follow Head Office guidelines with regard to the use of plan logos, layouts, and themes and not all ideas may be appropriate.

Our region has an extensive library of images however; **we do not have the same library as Head Office.** Head Office outsources all their ads and design work and the images are the property of the outsourcer and we do not have access to them. In most cases we are able to find something very similar.

When contemplating an ad; consider the following:

1. Keep it simple (pick a single message – short and sharp);
2. Speak to the target demographic (small business?);
3. Create a call to action;
4. Use white space;
5. **No more than 20% should be text;**
6. Use colour if possible; and,
7. All ads will be designed with standard/simple typography (typeface).

Colour and messaging will make the ad memorable.

It is imperative we receive the following information:

1. The medium (on-line, publication, poster, window sign, digital sign, etc.);
2. Exact size of the ad(s) in inches or pixels (height and width);
3. Full colour OR black and white;
4. Does the ad need a bleed;
5. What format do you need to submit the ad to the publication (PDF, jpeg, gif, tif, eps, or other)? Please specify;
6. Do you have anything specific in mind (one message);
7. Do you want your agency information on the ad; and,
8. What is the deadline? (**Allow two a week lead time.**)

Most importantly, we must place faith our designer is well versed in what has been successful and the practicality, visual appeal and lay-out of the ads. Head office has invested a lot of time and resources with dynamic ad phrasing and we endeavour at all times to stick to their wording.

One other consideration which has had some success is adding “for [insert community] Chamber members” – for example “Health and dental benefits for Leduc Chamber members.”

Contact: Amanda Flynn
amanda@prteam.ca
1-866-421-1110 ext. 105

Alternatively, please contact Natasha Kuzenko at Head Office for any custom ads Natasha.Kuzenko@johnstongroup.ca. Natasha will be happy to facilitate an ad design at a reasonable cost.

Any questions or concerns **may be directed in writing** to the Prairie Region RMD, Ken Willoughby at ken@prteam.ca whose ruling will be finally determinative.

Implemented: November 21, 2016