



YOU CAN CREATE A GREAT SPEC AD!

It's a fact: Well-designed spec ads increase close rates! You can ensure your spec ads are impactful and effective by keeping a few simple design tips in mind.

Keep this sheet handy to check your specs!



Get inspired and download spec ad templates at MetroCreativeConnection.com (MCC).

#1 Get to know your prospect...

- Pay attention to their brand style and colors.
- What types of advertising have they previously done?
- Read business reviews: What do people like and dislike about the business?
- Estimate their budget.

Great Spec Ad Samples that check all the boxes:

Have You Read the Fine Print on Your Pet Insurance Policy?

Call or visit us online for a free policy review and rate quote.

4Paws Pet Insurance
1234 Washington Street | Somersville Heights
000-000-0000 | www.iamnowebite.com

We've Beefed Up Our Burger Menu

NEW! \$12 BURGER MONTH DEALS ALL MAY

Spicy Southwest Sliders
Korean-Style Bulgdog Burger
Taco-Mix Burger with Guacamole
Garlic Butter & Mushroom Burger

Try our gluten-free buns and house-made vegan burger patties!

Downtown Grill
1234 Washington Street | Somersville Heights
000-000-0000 | www.iamnowebite.com

Smart Landscape Solutions

We make it easy!
Call or contact us online today to get started with a free consultation and estimate.

- ✓ Beautiful design
- ✓ Professional installation
- ✓ Water-wise irrigation
- ✓ Hassle-free maintenance

Venzio Landscape Design
1234 Washington Street | Somersville Heights
000-000-0000 | www.iamnowebite.com

Dock, Dine & Hang Out... We're More Than Just a Marina!

- Boat Docking & Storage
- Repair & Maintenance Services
- Fuel Dock • Bait & Tackle Shop
- Bar & Restaurant • Market & Deli
- Game Room Arcade

Slips Open for Summer!
Call or contact us online for seasonal rates and details.

Marina & Restaurant
1234 Washington Street
000-000-0000
www.iamnowebite.com

Goals for any ad:

1. Attract attention.
2. Communicate a benefit.
3. Get the reader to act.

Great Spec Ad Checklist

Does your ad...

- grab attention and show personality?**
 - Image
 - Clear message
 - Font
- effortlessly direct the reader through the information?**
 - Eye flow
 - Text hierarchy
 - White space
- have a benefit for the reader?**
 - Deal or discount
 - Educational
 - Event information
- tell the consumer how to respond?**
 - Learn more (call, website, QR code)
 - Use coupon
 - Show up
- give clear business information?**
 - Name or logo
 - Location
 - Contact information

The image should represent the purpose of the ad, and facilitate comprehension of what is being advertised.

An image can elicit emotion, and can be used to create a lasting effect on the reader.

A clear and catchy headline is effective at relaying information and increasing recall.

A font should be legible, work well with the image and ad copy, and represent the advertiser.

Use a minimal number of fonts; instead use fonts with many styles: italics, thin, extra bold, etc.

Pay attention to where your eye is moving as you create your ad. Use directional cues from images to push the reader's eye in the direction you want them to read.

Build your ad with one main focus. Text size will get smaller with additional text. Callouts can be used for special offers or not-to-be-missed information.

Use enough white space to avoid overwhelming the reader and allow the ad to breathe on the page.

Know the purpose of the ad and what the reader will get out of it: a special offer, information or education.

Be clear on the next steps of an ad. Direct the reader to learn more online. Use a QR code for quick access to a website. Offer a coupon to track ROI on the ad. Direct consumers to come to an event or shop in store.

Don't miss the main goal of advertising: to keep the business top-of-mind for readers. You can have a great-looking ad, but it's worthless if the business's name is not noticeable.

