

Designing an advertisement for Adams Community Channel 7:



***DESIGN SIMPLICITY is the key to an effective ad.**

Keep your text short and to the point (*limit 30 words or less*) A maximum of 9 lines of text. Think of your ad as a business card. *Less is more!

***Make your logo as large as possible.**

***No more than 3 photo elements per design are recommended.**

***If you have a scanned image you want to display on Channel 7, save it as a Jpeg. You can also email it to us. If you have a picture you would like us to scan, please try not to leave any thumbprints on it.**

*The image file size for Channel 7 is 1920X1080 - pixels.

*Please design any ad that you create for Channel 7 in **Landscape**. The television screen is of a more horizontal proportion. Portrait mode or 8½ X 11 are the correct proportions for a magazine or in print, but wrong for Channel 7:

Example:



*Please keep in mind that any ad on Channel 7 has a 15 second dwell time, so keep your text readable in a 15 second time frame. 9 lines of text maximum. If you have more text in mind, you may consider adding another ad frame to accommodate your text.

*Save any ad frame that you create in a common graphics file format – (JPEG, PDF, PNG, BMP, PSD.).

*Please **PRINT ALL TEXT** you have in mind for your ad legibly.
And correct spelling for your business is essential.

*If you have text created in Microsoft Word, please use Microsoft Word 9.0 or higher.



channel7@echoes.net

Revised on Friday, May 3rd, 2019