Designing an advertisement for Adams Community Channel 107:

***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 107, 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 107 is 1920X1080 - pixels.
Full design area is 26.667 wide and 15 height – inches.
Ad text area is 24.028 wide and 13.5 height – inches.

*Please design any ad that you create for Channel 107 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 107:

Example - This is not a real ad, just an example on how to create one:

Right	**Wrong**
Landscape	Portrait

Vacuum Cleaner for Sale

HEPA Air Filter

Perfect for bare floors,
the stairs & the car.

Like new

Call Betty at 789-1234
after 6:00pm

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HEPA Air Filter

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Like new

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*Please keep in mind that any ad on Channel 107 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, GIF, BMP, PNG, 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.

ADAMS Community Channel **107**

channel107@echoes.net

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