

# EFFECTIVE ADVERTISING DESIGN



The driving force behind a successful marketing campaign is quality creative that quickly captures the reader's attention, builds brand awareness and leaves a *memorable* imprint in the mind of the target audience.

CONTENT PLANNING,  
COPYWRITING & EDITING

LAYOUT  
AND DESIGN

PRINT AND  
DIGITAL DISTRIBUTION

## MORE THAN MAGAZINES

Does your company need a hand creating a compelling annual report or high-impact corporate brochures? Let Lester help you with your corporate communications needs.

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Relevant, focused, professional

## IMAGERY

Use images relevant to your business, your brand and your creative theme.

Short, compelling, bold

## HEADLINE

Short, punchy headlines that catch the eye and interest of readers.

Open, clean, effective

## WHITESPACE

Strike a balance between text and imagery to avoid looking cluttered.

Crisp, legible, quality

## LOGO

Your company logo is essential to building brand awareness.

Clear, limited, important

## BODY COPY

Include the most important information – quick and comprehensible.

Visible, simple, conclusive

## CALL TO ACTION

An effective CTA is simple and actionable – avoid complexity.