



# What We Need From You

## 1. Business Info

### **-All your up to date business info/contact**

- Business name (exact spelling)
- Business phone number
- Business email
- Business address
- Hours of operation
- Website URL (if any)
- Social media handles (optional)

### **Why we need this:**

To make sure your ad displays correct contact information and your customers know how to reach you.

## 2. Your Offer/Coupon Details

### **-The exact offer you want**

Examples:

- "\$10 off any service over \$50"
- "Buy 1 pizza, get 1 50% off"
- "Free consultation + 10% off first service"
- "New client haircut special: \$25"

### **-Any restrictions**

Examples:

- "One per customer"
- "Cannot be combined with other offers"
- "New customers only"
- "Dine-in only"

### **-Expiration date**

- Choose an exact date or allow the default (1 Month)

### **-How the customer redeems it**

- Show the coupon
- Bring the booklet
- Mention the ad

### **-How many times it can be used**

- One-time use
- Unlimited during valid period
- Other: \_\_\_\_\_

### **Why we need this:**

Clear offers perform better and bring more customers through your door.

## **3.Text to Include in Your Ad**

*\*note: You DO NOT need to write a lot. Short, simple text works best.*

### **-A short business description (1–3 sentences)**

### **-Key selling points (3–5 bullet points)**

Examples:

- Free estimates
- Licensed & insured
- Veteran-owned
- Open 7 days a week
- 20+ years experience

### **-A tagline or slogan**

### **-Services or menu highlights**

### **Why we need this:**

Short text ensures your ad is easy to read and looks professional in print.

## 4. Logo Requirements

*\*note: Please send your logo in the highest-quality format available.*

### **-Preferred formats (best quality):**

- PNG (transparent background)
- SVG
- PDF
- AI / EPS (vector files)

### **-Acceptable formats (still good):**

- JPG / JPEG (high resolution)

### **-Minimum recommended size:**

- At least 1000 pixels wide
- Not blurry or pixelated

### **Why we need this:**

Logos pulled from Facebook or screenshots often print blurry — original files print clean.

## 5. Image Requirements

*\*note: Send ORIGINAL photos if possible(Not screenshots, not downloaded from social media.)*

### **-Recommended photo types:**

- Food dishes
- Products
- Before/after photos
- Storefront
- Team / staff
- Interior of business
- Service in action (e.g., mechanic, stylist, plumber)

### **-File types:**

- JPG / JPEG
- PNG

### **-Minimum resolution:**

- At least 1500 pixels wide
- At least 300 DPI for print quality
- The clearer the better

### **-Number of photos:**

- Send 2–5 photos and we will choose the best ones.

### **Why we need this:**

Good photos dramatically increase ad performance and help your business stand out.

## **6.Design Preferences (Optional)**

### **-Preferred colors**

Examples:

- (#B5432B) Primary
- (#FAF4E8) Secondary

### **-Preferred fonts**

Examples:

- “Merriweather” for headings
- “Lato” for small text

### **-Preferred style**

- (Modern, clean, bold, vintage, corporate, warm, fun, etc.)

### **-Examples of ads you like**

- (Links, menus, screenshots, or references.)

### **-Anything you want to avoid**

- (Old logos, certain colors, certain styles, etc.)

### **Why we need this:**

We want your ad to match your brand and feel like something you’re proud of.

## 7. Legal or Required Info (If Needed)

*\*note: Only required for certain industries/businesses.*

Examples:

- Contractor license number
- “New clients only” requirements
- Medical or CBD disclaimers
- “Prices subject to change” statements
- Service areas (for mobile businesses)

**Why we need this:**

Some industries require certain information by law.

## 8. How to Send Your Files

**-Upload directly in the submission form (recommended)**

- This is the easiest and recommended way to upload all your material
- You are sent a google form going step by step on what info/media is needed and you can upload everything directly on the form
- All you need is a google account

**Alternative options include:**

**-Email your files to:**

- [dustingerber@communityclippings.com](mailto:dustingerber@communityclippings.com)

**-Share a Google Drive or Dropbox link**

- (Create a folder and upload everything)

**-Hand over a USB drive**

- If needed

**Important:**

No copyrighted or Google images. Color may differ slightly in print due to CMYK variations. We will notify you if assets are too low quality.

## 8.Approval Process

### **-Once your materials are submitted:**

- We design the ad
- We send you a preview (proof)
- You request changes (if needed)
- You approve the final version
- Your ad goes to print

### **Important:**

Two rounds of changes(revisions) are included. After the final approval deadline, your ad cannot be changed. Information regarding deadlines is on a separate PDF.