



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

-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.