

CLIENT FOLLOW-UP SHEET

Congratulations on your decision to advertise your business in The Age and the Weekly. Below is some important information on how to get your ad created effectively and efficiently, as well as some deadlines and contact information.

ADVERTISING CONTACTS:

Account Manager:		Account Executive:	
Phone:		Phone:	
Mobile:		Mobile:	
Email:		Email:	

ACCOUNTS DEPARTMENT: 1300 781 147

DISTRIBUTION: 5970 4842

PRODUCTION COORDINATOR CONTACTS –Central Region:			
Email: melbcentralproduction@fairfaxmedia.com.au			
Office:	Media House	Office:	Media House
Production Coordinator:	Sarah Elfman	Production Coordinator:	Julia Lawrence
Phone:	8667 4787	Phone:	8667 4792

ARTWORK:

Artwork for your first ad, redesigns and major changes will be done through your Account Manager/Executive. A creative brief will be taken so we can understand your business, exactly who you want to target and what you want to achieve with your ad. Information such as business colours and themes is helpful for us to develop branding throughout your advertising campaign. To get the most out of your ad, please see advertising effectiveness information attached. Our creative team is skilled in ad design and can either follow specific instructions from you, or you can let them put their creative cap on and come up with something tailored for your business and target audience.

DEADLINES:

Publication:		Issue date of first ad:	
Cancellations by:		Copy changes by:	
Supplied complete material by:		Artwork approval by:	

A maximum of 2 ad proofs will be sent to you by our Production Coordinator to allow you to make any necessary changes.

The ad will not be sent to our creative team until all information required to design the ad has been received in the correct format (eg. No missing images, logos, text or specials).

Artwork changes once the first ad has run will be managed by the Production Coordinator. *You will **not** be contacted by a Fairfax Media consultant each time your ad runs*, so you need to keep your schedule handy and if you do want changes, you must let your Production Coordinator know *at least 4 business days prior to the publication's print deadline* (see attached deadline sheet). This is to allow us plenty of time to proof the ad to you and make sure you have plenty of time to make the necessary changes and be happy with the final result.

If you have any questions and you don't know the department you need or it's not listed above, please contact your Account Manager or Account Executive and they would be happy to help you.

We look forward to hearing your success stories and continuing to grow a business partnership with you.

TIPS FOR AN EFFECTIVE AD

In every ad, try to use the AIDA model:

Attention: Hello, look at me, look at me, here I am!

Interest: Features/technical detail, relevant to target market.

Desire: Benefits and emotional detail, 'wow-factor', personal connection to target market.

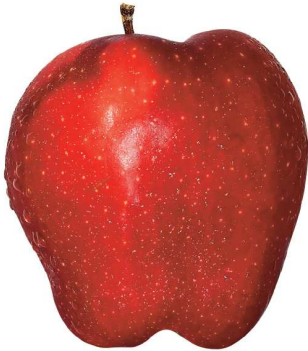
Action: What does the advertiser want you to do?

Heading/copywriting: Study business and think of words describing the business and its function. Then make a heading from the key words.

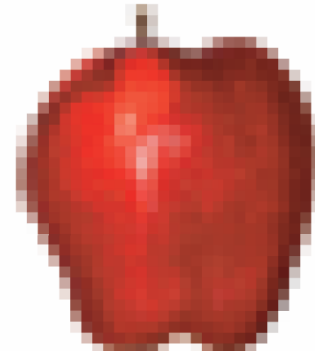
Pictures and photos: Choose what image you want in your ad carefully - the right picture can theme your ad and give you inspiration for your copy.

Technical specifications: Send images hi-res 200-300 DPI minimum @ 100% of size to be used. Don't send images as a thumbnail version or low-res.

QUALITY WHEN SENT CORRECTLY:



QUALITY WHEN SENT INCORRECTLY:

***MORE INFORMATION:***

Publication information including circulation figures, publishing days, deadlines and spec guidelines to follow when supplying complete artwork can be found on www.adcentre.com.au