

## A Tale of Two Ad Pages

By: Ed Henninger

“It is a far, far better thing that I do, than I have ever done...”

The words are spoken by Sydney Carton in the climactic scene of Dickens’ “A Tale of Two Cities.”

This...is the tale of two ad pages—pages that have the same purpose but different approaches. And, I think, different results.

Both of these pages include several ads, all in color. Many of the ads on the page at left are overloaded with images and typography and the color is sometimes overdone.

But the real difference between the two pages is that the ads on the left page are crammed together. In most cases, they’re almost touching, and where they’re not touching the spacing appears arbitrary and inconsistent.

As a result, the page is a design hodgepodge. It’s difficult for readers to tell one ad from the other. None of the ads is distinctive because they all bang into each other. For the advertiser, finding his ad is like playing “Where’s Waldo?” He has to search the page to find his ad, and he’s left to hope the reader will find it.

The page at right is a better investment for the advertiser. Yes, the ads are larger and they’ll cost him more...but they’re certainly better designed.

More important, though, is the generous space between each ad. The advertiser—and especially the reader—has no trouble seeing that his ad stands out from others around it.

The page has a clean, purposeful look about it. It appears planned—because it is planned.

I’m convinced that, given the choice, your advertiser would see buying an ad for the page on the left as an advertising cost—but an ad on the page on the right as an investment.

Cost...investment: Which do you think would be more appealing to your advertiser?

THE STREETS OF BRENTWOOD  
www.shopstretsofbrentwood.com

hello... from The Streets of Brentwood  
Come visit these fabulous shops & restaurants!

### Sweets at The Streets

Sweet Bliss owners Danny Celaya and Amy McNeil welcome you to Brentwood's newest cupcakery at The Streets of Brentwood. Sweet Bliss Cupcakes offers a wide variety of cupcakes made of only the freshest ingredients. Enjoy a cupcake on the go or pick up a tasty array of cupcakes for a special occasion. Sweet Bliss Cupcakes makes a point to provide a wide variety of flavors to please any palate and deliver excellent service at an affordable price. Whether you need 10 dozen cupcakes for your next event or are just looking to satisfy your sweet tooth, Sweet Bliss has you covered. Sweet Bliss is located at 2523 Sand Creek Road, Suite 120. Hours of operation are Monday through Thursday from 10 a.m. to 7 p.m.; Friday and Saturday from 10 a.m. to 9 p.m.; and Sunday from 10 a.m. to 6 p.m. For more information, call 925-418-4931 or visit www.sweetblisscupcakes.net.

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Sweet Bliss Cupcakes offers some of the sweetest treats at The Streets.

30% OFF Everything in Store

NEW Lunch Specials only \$7.99

Buy 2 Get 1 Free\*

Free caramel apple

20% OFF your total SALAD MAKERS

Bangkok 101

FISHTACO

NEW YEAR NEW YOU

Pinky Nails & Spa

Which of these looks serves the advertiser better?

WANT A FREE evaluation of your newspaper's design? Just contact Ed: [edh@henningerconsulting.com](mailto:edh@henningerconsulting.com) | 803-327-3322

IF THIS COLUMN has been helpful, you may be interested in Ed's books: Henninger on Design and 101 Henninger Helpful Hints. With the help of Ed's books, you'll immediately have a better idea how to design for your readers. Find out more about Henninger on Design and 101 Henninger Helpful Hints by visiting Ed's web site: [www.henningerconsulting.com](http://www.henningerconsulting.com)

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