

# CUSTOMIZING & RUNNING YOUR ADS

Our nation, from dense population centers to smaller local communities, is intently focused on bolstering the economy, growing the number of available jobs and training workers to fill current jobs. Community colleges are a vital resource to meet these goals. Specifically, your institution is an essential resource to help your district succeed in tough times and meet the day-to-day needs of your community. We hope you find these ads useful when making the case for awareness of community college contributions to job preparedness, retention and workforce development. We have produced three different ads for your use. Each ad presents the case for community colleges in a different way, with slightly different messages. All call on state and local governments to increase their support of community colleges.

These ads have been designed to be easy to use and easy as to customize to meet the needs of your college. Even if you don't have in-house graphics capabilities, these ads have been created so the publications that will be running them can customize them for you.

**Step 1:** Read through each of the ads (there are three different ads in full page size).

**Step 2:** Decide which ad or ads best communicate the messages you want to deliver to your state and local lawmakers.

**Step 3:** Attain the names and phone numbers of your leading lawmakers. Your national Members of Congress can be found here: <http://www.contactingthecongress.org/>. To find local representatives, you will have to search the Web.

**Step 4:** Attain a digital version of your community college's logo (black & white is preferable).

Each ad has a black border, so the space you purchase and the size of the ad do not have to match exactly. Instead, you can ask the publication to 'float' the ad. The ads will work best in vertical spaces (like a full page in a local newspaper, magazine or program).

*Note: Each ad has been created in two different software programs: InDesign and PDF. InDesign files are easiest for printers use. PDFs are easier for you to view. Ask your printer what kind of file they would like.*

**Step 5:** At the bottom of each ad there is a place for your logo, lawmakers' names and phone numbers. Have your graphics department place this information into the ad(s) in the space provided. The publication running the ad can also do this for you.

**Step 6:** Send the full file of the ad you want to run to the publication, along with your logo. Ask for a digital proof in return so you can see how your ad will look on the page. This allows you to request changes if you do not like what you see.

[Provided by the American Association of Community Colleges]

