AD DESIGN: ADDITIONAL DETAILS — Canton Today Magazine

For your ad design — besides your text, photos/logos and placement of each ad element — here are some additional design items, if you want to specify:

• For your primary font, do you prefer a serif font or sans serif font?
  Serif fonts have a more traditional look, sans serif fonts a more contemporary look.

• You can request a specific font and we'll let you know if it's available.

• Do you want your ad to incorporate certain colors?
   Ideally those colors will complement the colors of your logo, images and/or photos.

• Do you want your ad to utilize reverse type?
  Reverse type is the use of light or white text against a darker background — reverse type
  can be effective with larger display text but isn't recommended for normal-size story text.

You can also add other specific instructions and/or requests as you wish.

Email us your ad design by the first day of the month before the magazine issue — e.g., June 1
for the July issue. (If you miss the submission deadline, you will be liable for an extra charge.)

Thank you again for becoming a Canton Today advertising sponsor!

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