

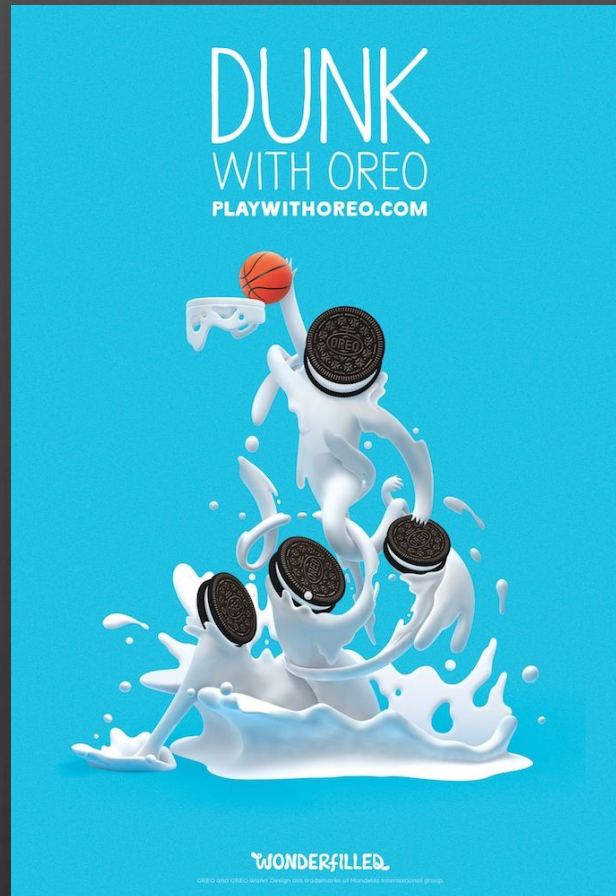
Ad Layouts

8 COMMON CATEGORIES

BIG PHOTO

This very popular ad style is characterized by a large image that takes up most or all of the design space. Copy is kept to a minimum. The image may bleed off all sides or may have a panel at the bottom or side of the ad to create a picture window effect.

BIG PHOTO



BIG PHOTO



BIG PHOTO



No one grows Ketchup like Heinz.

BIG TYPE

An ad that has a very large headline that becomes the main graphic of the design. It may also be an ad that has no other design element other than type, although this is rare. A logo may be included – otherwise no images are used.

BIG TYPE



BIG TYPE



BIG TYPE



KitchenAid®
FOR THE WAY IT'S MADE.®

**SAVE
THE
TAX
EVENT
ON NOW**

SEE SALES ASSOCIATE FOR DETAILS

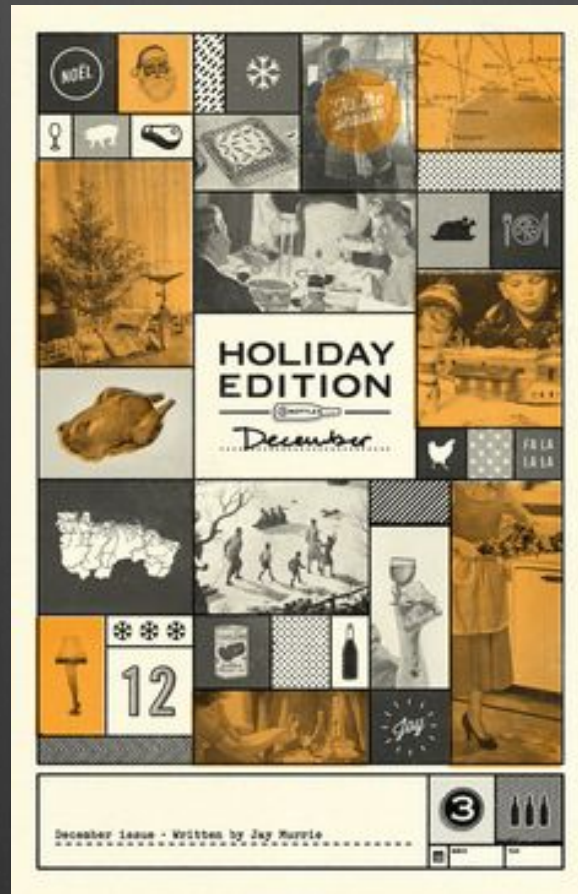
©2014 KitchenAid. All rights reserved.

This is a promotional poster for KitchenAid. It features a solid red background. At the top, the KitchenAid logo is displayed in white, with the tagline "FOR THE WAY IT'S MADE.®" underneath. The main text, "SAVE THE TAX EVENT ON NOW", is written in large, bold, white, sans-serif capital letters, stacked vertically. Below this, in smaller white capital letters, is "SEE SALES ASSOCIATE FOR DETAILS". At the very bottom, in small white text, is the copyright notice "©2014 KitchenAid. All rights reserved."

MONDRIAN

Named after the Dutch painter, Piet Mondrian, who led the De Stijl art movement from the early 20th Century. This style is typified by a clear division of all areas of the design space into obvious rectangles and squares by use of a series of horizontal and vertical lines. Use of a grid is apparent.

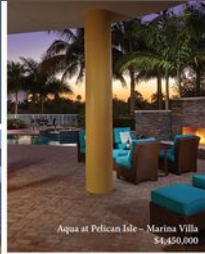
MONDRIAN



MONDRIAN



MONDRIAN

Local Expertise	 Aqua at Pelican Isle - Marina Villa \$4,450,000	John & Marilyn REPRESENTING <i>Naples</i> FINEST PROPERTIES Over 33 years of professional service to our clients
 Twin Eagles - Hedgestone \$1,675,000	 Bay Colony - Marquessa \$1,100,000	
Global Marketing	 Tiburum - Bolero \$440,000	
 Pelican Bay - The Palms \$913,000	International Exposure	



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INTERNATIONAL REALTY

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MULTI-PANEL

An ad style that contains a series of panels of equal size in rows and columns, or possibly a checkerboard pattern. The panels may be a comic strip style of telling a story panel by panel. It may also be a simple series of images to be compared to each other or a series of products.

MULTI-PANEL

Bay City's Best Cup of Coffee!



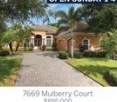
"It's more than just coffee."

brewtopia
BAY CITY COFFEE

We love Bay City and our downtown community, and want to provide a unique place to hang out, get inspired, escape your stress, hear original live music, meet new people, and basically have all your wildest dreams fulfilled.

833 Saginaw St.
Bay City, Michigan 49708
(989) 945-0877

MULTI-PANEL

 Contemporary Zen Beach Home \$4,125,000 premier@sothebyrealty.com 212-655-6883	 SOLD Aquilone Shores \$4,200,000 premier@sothebyrealty.com	 Custom Waterfront Home \$3,284,800 premier@sothebyrealty.com 212-655-6883	 SOLD La Ciel \$2,900,000 premier@sothebyrealty.com
 Luxury Country Club Community \$2,500,000 premier@sothebyrealty.com 212-655-6883	 Entertainer's Dream Home \$2,200,000 premier@sothebyrealty.com 212-655-6883	 Direct Access Waterfront Home \$1,800,000 premier@sothebyrealty.com 212-655-6883	 SOLD Fiddler's Creek \$1,000,000 premier@sothebyrealty.com
 SOLD Dunbarton \$1,400,000 premier@sothebyrealty.com	 Specializing in luxury home and condominium sales in waterfront, beachfront and golf course communities.  239.860.7176 michelle.thomas.com michelle.thomas@sothebyrealty.com Premier Sotheby's INTERNATIONAL REALTY Equal Housing Opportunity, Licensed and Equal Housing Opportunity. These properties were sold at auction. Selling these properties may require special steps and procedures. Please contact your agent for more information. All property is subject to prior sale. Please contact your agent for more information.		 SOLD Beachfront \$1,500,000 premier@sothebyrealty.com
 SOLD Madera \$1,500,000 premier@sothebyrealty.com			 Decorator Furnished 4BR+Den \$1,185,000 premier@sothebyrealty.com
 Elegant Decorator Furnished 3BR \$1,100,000 premier@sothebyrealty.com 212-655-6883	 SOLD Dunbarton \$1,000,000	 4BR+Den Golf Course View Home \$1,200,000	 Gated 2.5-Acre Estate \$990,000 premier@sothebyrealty.com
 Designer Furnished with Lake View \$999,000 premier@sothebyrealty.com 212-655-6883	 Spectacular Golf Course Home \$975,000 premier@sothebyrealty.com 212-655-6883	 7069 Mulberry Court \$895,000 premier@sothebyrealty.com 212-655-6883	 Luxury Resort Lifestyle Community \$875,000 premier@sothebyrealty.com 212-655-6883
 Premium Gated Community \$817,000 premier@sothebyrealty.com 212-655-6883	 Penthouse, York, York \$629,000 premier@sothebyrealty.com 212-655-6883	 Stunning Views \$629,000 premier@sothebyrealty.com 212-655-6883	 FIDOLE'S CREEK OPEN SUNDAY 1-4 \$575,000 premier@sothebyrealty.com 212-655-6883
		 FIDOLE'S CREEK OPEN SUNDAY 1-4 \$575,000 premier@sothebyrealty.com 212-655-6883	 FIDOLE'S CREEK OPEN SUNDAY 1-4 \$575,000 premier@sothebyrealty.com 212-655-6883

MULTI-PANEL



Every moment is a
Fashion is not
An accessory is merely
used to express

gift so as to fashion...
about utility...
a piece of Iconography
individual identity...

Simply Timeless...
ESPRIT

FRAME

This style uses a border around the ad space or around the main headline and body copy using graphics. Commonly used in newspaper or small size magazine ads, a border may be used to separate the ad's design space from surrounding ads. As always, the use of borders and frames reduce the usable space for content, since a margin of negative space inside the frame must be maintained.

FRAME

J.CREW

WOMEN MEN KIDS SALE

In stores & online:

Up to
50% OFF
sale items*

With lots of new styles added.
Use code **FRESHSALE**.

SHOP NOW >

f p t i g+ tw e

FRAME



FRAME

Join us at Mercato's...

HOLIDAY STROLL

SATURDAY, DECEMBER 12, 2009
5:00 P.M. TO 8:00 P.M.

Stroll along Mercato's main street and take delight
in live entertainment, Santa, Victorian carolers,
face painting, balloon art and extraordinary
shopping and dining all evening!

DON'T MISS OUR SNOW SHOW AT 7:00 P.M.

AZN AZIAN CUISINE • BLUE MARTINI • BOBBY CHAN • BOOKS-A-MILLION
BRAYO! CUCINA ITALIANA • BYTE SHOP/STYLE • COLDWATER CREEK • GIGI'S CHILDREN'S BOUTIQUE
JOS. A. BANK • MCCORMICK & SCHMICK'S SEAFOOD • PANDORA • PIOLA FAMOSI PER LA PIZZA
SIGNATURES • SILVERSPOT • SUR LA TABLE • SWIM'N SPORT • THE CAPITAL GRILLE
THE PUB • WHOLE FOODS MARKET • Z GALLERIE



MERCATO

JUST NORTH OF VANDERBILT
BEACH ROAD ON U.S. 41
239.403.2204 • MERCATOSHOPS.COM

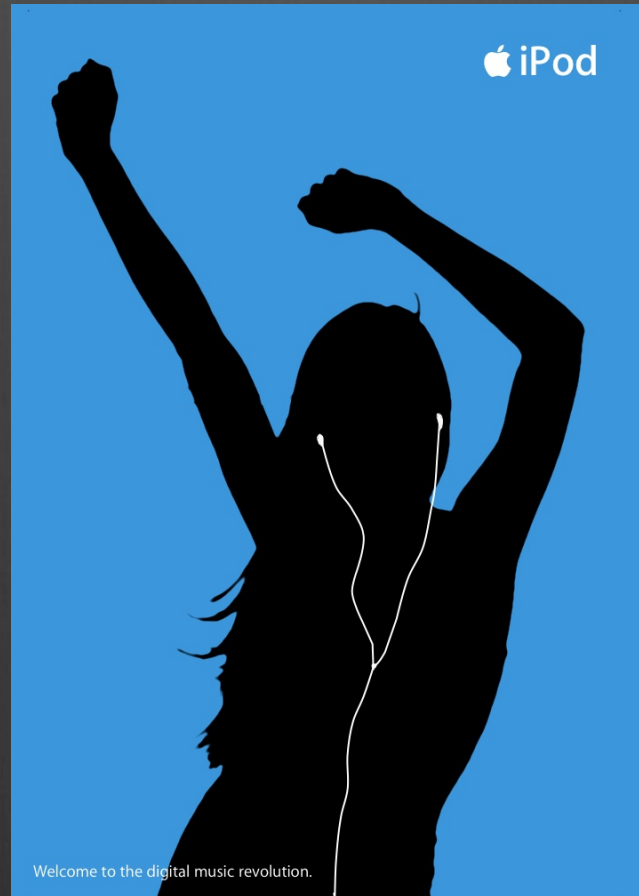


COLLECTION DROP-OFF SPOT

SILHOUETTE

The dominant graphic element in the ad is a interesting outlined cutout of an object – Usually a complex subject matter, like a person, animal, or tree. The concept is to use contrast of shape, value and color.

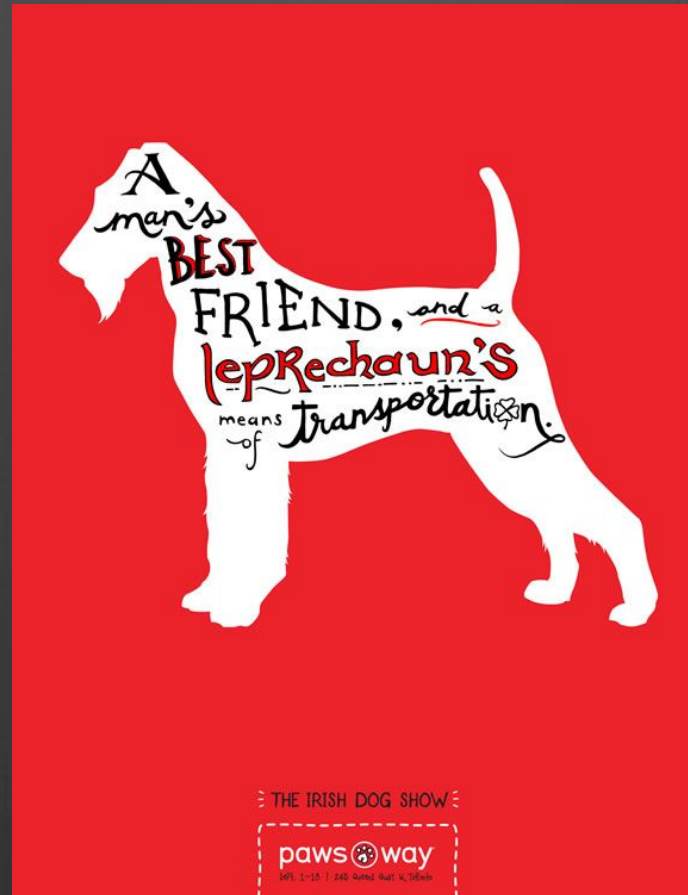
SILHOUETTE



SILHOUETTE



SILHOUETTE



SILHOUETTE

www.vietnamairlines.com

ĐƯỜNG BAY MỚI VINH - VIỆT CHĂN

Từ ngày 12/01/2014, Vietnam Airlines chính thức khai trương đường bay quốc tế Vinh - Việt Chăn. Với tần suất 04 chuyến/tuần, Quý khách sẽ dễ dàng lựa chọn hành trình phù hợp với mức giá ưu đãi nhân dịp khai trương.

Chỉ từ

190.000 VNĐ một chiều

825.000 VNĐ khứ hồi

xuất phát từ Vinh

* Giá vé chưa bao gồm thuế và lệ phí

Để biết thêm thông tin chi tiết, Quý khách xin vui lòng liên hệ:
Chi nhánh Vietnam Airlines tại Vinh, Số 07 Đại lộ Lênin -
Thành Phố Vinh - Tỉnh Nghệ An, điện thoại: 0383.595777
hoặc các đại lý chính thức của Vietnam Airlines trong khu vực.



REBUS

A style where words are replaced in the headline by graphics, or in which graphics are interspersed with the type in an inline configuration to break up the words or replace the words. Another variation of this style is to use several small images to break up type into sections. The images are usually outlined, not boxed, with the type running around the image shapes.

REBUS

A promotional poster for Teriyaki Experience. The background is red with repeating text in English and Japanese. The central text is a rebus: "MORE TO LOVE", where the word "LOVE" is replaced by a bowl of teriyaki chicken and vegetables. At the bottom, there are three icons: an eye for "see", a tongue for "taste", and a heart for "love". The Teriyaki Experience logo is in the bottom right corner.

また は 麺 RICE OR FRESH CUT
NUTRITIOUS & DELICIOUS
FRESH CUT VEGETABLES 栄養満点で美味し
WHOLE SOME & NATURAL
MORE TO LOVE
100% GRASS-FED
GRASS-FED
OR NOSE
T VEGETABLES FAST & FR
NUTRITIOUS & DELICIOUS
LEAN WHITE CHICKEN BREAST 野菜
3 SERVINGS OF VEGETABLES 野菜
FRESH CUT VEGETA

see taste love

TERIYAKI
EXPERIENCE

REBUS



REBUS

DR  **VING**
TAKES MORE
 **TAL**
EFFORT THAN
YOU TH 

64.8% of Canadians think it's important to pay careful attention to driving, even with advanced safety features like brake assist.

Your brain is your vehicle's most important safety feature.

Visit  to give it a tune-up.

Toyota Vehicle Safety Education Program sponsored by:

REBUS

TRAVEL WITH STYLE

Outstanding single pieces take the traditional look of  and add a modern, playful 

The strong segmentation provides for a wide range of styles to choose from.

Exciting  of materials,

 and finishings

are combined with trendy and  catching designs that challenge the

 and make for

a clear fashion statement that expresses individual personality.

ESPRIT
timewear



CIRCUS

Characterized by a wide variety of shapes and sizes of design elements to suggest a sense of excitement or chaos. The ad may be filled with reverse blocks, oversize type, starbursts, tilts, and assorted gimmicks to get attention. The grid may not be a strong consideration.

CIRCUS

¡Inspírate!
¡CON ABACUS!

Libros e ideas
originales
para regalar

FITWATCH LEOTECH
35,90€
con envío por 39,90€

VASO BAMBU ECOFFEE
9,95€/u.
disponible en packs

QUAN ANÀVEM A LES MONIES
Judith Collis y Rosa Garrillón
Columna
17,95€
con envío por 18,90€

ALBERT ESPINOSA LOS SECRETOS QUE JAMÁS TE CONTARON
Grijalbo
15,10€
con envío por 16,00€

LOS SECRETOS QUE JAMÁS TE CONTARON
Albert Espinosa
Grijalbo
15,10€
con envío por 16,00€

EL LABERINTO DE LOS ESPÍRITUS
Carlos Ruiz Zafón
Planeta
22,70€
con envío por 23,90€

JUEGO ESCAPE THE ROOM
26,95€
con envío por 28,90€

CAJA REGALO FABER CASTELL COLOUR RELAX
12,90€
con envío por 14,20€

Abacus ● ● ●
Cooperativa

abacus.coop

CIRCUS

Capers
KITCHEN & BAR
Your Neighborhood Restaurant
Brunch • Lunch • Dinner • Catering



YOUR RAVENS & REDSKINS
HEADQUARTERS!
WATCH YOUR TEAM
ON OUR 7 FLAT SCREENS!

Enjoy a Taste of the Chesapeake!
Featuring Maryland Crab Cakes

BAR BITES
FROM \$3.99
HAPPY HOUR
OPEN-CLOSE

20% DISCOUNT
ON LUNCH ENTREES
Monday-Saturday 11 a.m. to 3 p.m.

Please present coupon to receive discount. Not valid on any other offers or promotions. One per person. Expires 9/30/14.

2460 Vanderbilt Beach Road, Naples • 239.431.7438 • caperskitchen.com
Monday-Saturday 11-Close & Sunday 9-Close
Lunch & Dinner Monday-Saturday • Brunch & Dinner Sunday • Happy Hour Everyday Open-Close

CIRCUS

Purchase Tickets:
OffTheHookComedy.com

**OFF THE HOOK
COMEDY CLUB**

Located Inside
ROW SEAFOOD


TOMMY DAVIDSON
April 7th-10th


JOHN CAPARULO
April 14th-17th

**WEDNESDAY & THURSDAY
HAPPY HOUR 4-7**
FREE COVER! Live Music by
Manhattan Connection

RowSeafood.com
239-389-6901
2500 Vanderbilt Beach Road
Suite 1100, Naples, FL 34109


by Capt. Brien & Crew
EST. 2015