



Introducing a one-of-a-kind outsourcing service that can reduce your cost of sales *and* drive your print and Web ad revenue like no other

Accurate, ad agency-quality ads your advertisers will love and your prospects won't be able to resist. Delivered overnight for 40% less than your current costs.

Ads designed by a "dream team" of artists versed in our powerful response techniques who even understand the ad sales process.

All backed by state-of-the-art technology, extraordinary design and sales training, a strong commitment to customer service, and a friendly, 24-hour help desk.

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Four easy steps to getting ad agency-quality ads produced overnight, with two-hour turnaround on changes



Fill out a Web-based ad request form

Similar to most spec and live ad request forms, but with links to all sorts of help and advice, if you need it. Once submitted, you'll then get a confirmation email in your inbox with all the details of your order, including a tracking number.



Attach or fax a sketch, text files, and images

Attach any materials, including a text file, logos, and other artwork. A sketch or other non-electronic items can be faxed to a number in the US, which will be automatically forwarded to our production team.



Our ad designers build your ad overnight

Overnight, a staff of talented ad agency artists versed in our Response Oriented Selling design techniques builds your ad. An extensive quality-control system is in place and a live, 24-hour help desk is ready to provide assistance.



The finished ad is waiting in your inbox the next morning

A PDF of the finished ad is waiting in your inbox in the morning. And if you need to make any changes, turnaround time is only two hours. Changes can be indicated using the Comment and Markup feature in Adobe Reader or by simply writing the changes on a printout and faxing it back.

If you're going to make a change, why not make it for the better?
How our firm formed an unusual partnership with an experienced offshore ad agency resulting in an unprecedented increase in quality, sales, and customer satisfaction

Over the past 15 years, many of the biggest and best newspapers in the world have hired us to train their ad sales and production teams on how to create and sell effective ad strategies as part of our Response Oriented Selling course, driving up ad sales by hundreds of thousands of dollars, sometimes within a matter of days. Our Response Model, in particular, teaches ad reps and artists a powerful, step-by-step system of designing ads that ensures they work the first time.

So, it's no surprise that when our clients began to investigate outsourcing their ad production departments, they contacted us to see if we had heard of anyone who shared our obsession with advertising excellence.

They wanted it all—the 40%-50% cost savings, overnight ad delivery, and solid technology typically associated with good outsourcing firms. But they also wanted stunning and effective ads, designed to sell for the ad rep and work for the advertiser.

In short, they were looking for a Response Oriented Selling-certified offshore production service. Since one didn't exist, we decided to find the right partner and create a truly extraordinary service for our clients.

Instead of a production house, we decided to partner with a successful, 27-year-old ad agency in India staffed with many of the country's leading artists and possessing a state-of-the-art workflow, an impeccable quality-control system, and a fierce dedication to client satisfaction.

Better yet, the agency had already been doing total ad production for U.S. daily and weekly newspapers for years. They even could handle pagination.

We then inserted our Response Oriented Selling principles throughout the process. **The result is an outsourcing service like no other, that helps a newspaper produce agency-quality advertising that are as effective as they are beautiful. And they're created by artists skilled in our response techniques as well as our sales approaches. So they think like ad reps.**

Which means when it's time for your newspaper to make the move, we can show your ad department how to save money, dramatically increase customer satisfaction, and drive sales in a way other services simply can't do, even if they tried. Read more details in the following pages.

Who has turned to us to design and sell effective advertising?



**RESPONSE
ORIENTED
SELLING**

Over 400 newspapers, including the Boston Herald, the Cincinnati Enquirer, the Tacoma News Tribune, the Honolulu Advertiser, the Oregonian, the Toronto Globe and Mail, Community Newspaper Company, and the Washington Business Journal have conducted our Response Oriented Selling course. We've spoken frequently for the American Press Institute, the International Newspaper Marketing Association, the Society of Newspaper Design, the World Association of Newspapers, and the Newspaper Society and many others. We also have one of the most popular new hires course in the U.S., as well as the Web's largest advice site on newspaper advertising design, DesignYourAd.com.



First, we found a 27-year old ad agency with experience in ad production outsourcing for newspapers

What's the difference between having a top India ad agency designing your ads and a standard India ad production house? Plenty.

A 27-year-old world-class ad agency

Our successful, 27-year-old, full-service ad agency understands the importance of outstanding design, quality control, adherence to deadlines, superior workflow and asset management, as well as doing whatever it takes to keep the client happy. Their own client list includes such giants as Indian Railways, one of the largest rail systems in the world.

Top notch ad agency designers

Our artists have serious design skills. Not just great layout skills, but advanced image manipulation skills such as masking, compositing, trapping, and color management techniques that you'd expect from an ad agency, ensuring your ads look perfect on your presses or Web site.

Only the best designers within the group

Within this agency, we chose only the best designers to be part of this service. We then further trained and certified them (see next page), forming our elite DesignYourAd dream team. In fact, this brochure was designed by one of the artists to which you'll have access.



Three years' experience handling total production for US publications

Better yet, our ad agency has already been working with daily and weekly newspapers in the U.S. for over three years with stellar reviews. The workflow, technology, and communication systems have all been developed, real-life tested, and perfected long ago.

Time-tested digital workflow

The agency was also one of India's first to put a digital asset management (DAM) system in place to manage their creative process, effectively blending their creative workflow with their digital production workflow.

Advanced Web-based technologies

They've also embraced the new Web-based technologies associated with transactional productivity solutions such as Web services, XML metadata, open standards such as RDF, DHTML and PHP support. Besides increases in efficiency in asset management, this enables you and our service to better interact through the entire ad production processes.

Total quality management

The combination of these advanced technologies and a number of other quality control checks and systems throughout each ad's production cycle ensures agency-level, error-free advertising.

Overnight turnaround

All these technological advances, combined with talented artists, allows them to provide exceptional work faster. Ads submitted before midnight will be completed and delivered by start of business the next morning.

Two-hour changes

Because this is a 24-hour-a-day ad agency, any needed changes can be made easily and within 2 hours.

Changes can be made using Adobe Reader's markup feature or by simply writing on a printout and faxing to a local U.S. number.

Exceptional attitudes

Even those "nightmare" ads that are packed with content don't phase our artists. They understand that an ad must both reflect the goals of a business as well as look beautiful.

They're just happy and grateful to have the opportunity to create a design solution for you.

LEFT: The designers combined both their advanced design skills and their knowledge of the Response Oriented Selling ad design approach to create a supermarket ad that's both beautiful and effective, saving an account that was about to drop out due to frustrations with its current ad.

We then supplemented the artists' design skills with our revolutionary system of creating ads that get a strong response the very first time—we even taught them how the ad would be sold

Most advertisers understand that a beautiful ad doesn't automatically guarantee a response. In order to properly sell and retain advertisers, of course, a newspaper's ads must also be designed to work.

Response Oriented Selling-certified designers

That's why we train, test, and certify each of our designers in our revolutionary system of creating direct-response ads that work the very first time they run. This elevates already exceptional artists to a whole new level, allowing your newspaper to deliver ads to your current and prospective advertisers that provide maximum value, further helping to justify your rates. It also helps ensure the enormous cost savings associated with ad production outsourcing won't be replaced by unhappy customers and lost sales.

Artists with ad sales skills, too

In order for the artists to fully support your sales effort, it's critical that the artists themselves have a deep understanding of how the ad rep will actually be

LEFT: The training your ad reps receive shows them not just how to communicate easily with our artists, but enables the ad rep to quickly develop and sell highly effective ad strategies. And the artists fully understand and support their sales effort.



selling the ads they design. That's why all our artists learn the entire ad sales process, including our advanced Response Oriented Selling techniques.

This includes how the prospect's initial resistance will be lowered, what information will be gathered, how it will be analyzed, and how the ad rep will eventually be presenting the ad, justifying the content, ad size and frequency. Even how most objections will be overcome.

Our clients have found this intimate understanding of the sales process makes the artists much more effective at producing ads that will ultimately sell, since the sales process as well as their design skills are driving the creative process.

Shorthand to producing effective ads

Since artists as well as the ad reps (see the next page) are familiar our logical, step-by-step method of creating effective ads, the ad reps can communicate with them using our unique method of shorthand, and the artists instantly understand how to turn the ad rep's strategy into a winning ad.



"Make it an ROS ad" checkbox

In an even greater hurry to create an ad that's both beautiful and effective? Check this box on the online order form and your designer will immediately understand a number of things about how you want the ad designed, including how you'd like to attract the target customer's attention, get him to read on, as well as how the rest of the should be arranged and why.



ABOVE: Our artists are just as comfortable creating Web ads, either static JPEG's, multiple-panel GIF's (above) or animated Flash ads, all using our response-based techniques and fitting in perfectly with your format and file size requirements.

Then we give your ad reps the skills and tools to create and sell effective ads Including how to replace their advertisers' old theories with ones that work, in the process giving your accounts religion about advertising

For more than three years, the system developed to enable ad reps to communicate with our designers—including ordering and changing ads—has been tested, redesigned, streamlined, and refined, to make it a very intuitive process for the ad rep. In fact, our Web browser-based order form so closely resembles most ad request forms that many ad reps could begin submitting ads with no assistance at all.

Training on remote ad ordering and making changes

Still, we provide top-notch training to help the ad rep get comfortable with the new system of remotely ordering ads, and even after the initial training there are a number of ways an ad rep can receive live assistance, any time of the day or night. Many ad reps have found the new process actually easier than the old one, and very empowering for them and their advertisers.

Once an ad rep learns how to work with our designers to produce attractive, accurate, error-free advertising for their existing advertisers, the salespeople then learn how to take advantage of the artists' unique Response Oriented Selling skills to enable them to increase their ad sales quickly and dramatically, now literally overnight.

Training on advanced sales and design techniques

The ad reps learn our advanced techniques, including how to lower resistance during the initial visit, how to position themselves as a consultant, get the right information from the

ABOVE: As our client's TV book approached deadline, a full-page advertiser dropped out. With only the newspaper's rough idea (left) and an advertiser's Web address, our artists created this "group" page for their ad staff to sell overnight. It instantly sold out for the year, generating more than \$21,000 in ad revenue.

prospect, apply our logical step-by-step process to quickly consolidate that information into an effective ad strategy, how to communicate with the artist, and, during the final presentation, how to prove that the new ad will get the advertiser a dramatic response at the suggested content, size, and frequency. In short, they learn to sell like no other ad rep in their territory can.

Replacing the advertisers old theories with ones that work

Because so many advertisers still believe that advertising is a creative process—an art form that's mostly subjective—sometimes even the most effective ads aren't always recognized and appreciated as such by a prospective advertiser—leading to lost sales, smaller ad sizes, and less frequency. **That's why the ad rep also learns how to teach our revolutionary process of effective ad creation that eliminates the prospect's incorrect theories, replaces them with better, more reliable ones, and even makes it the customer's idea.** Through this, the advertiser learns that it's not the newspaper that's ineffective or too expensive, it's how they've been using the medium that's the problem.

StrongResponseNow Web-based training for prospective advertisers

To make it even easier to convert your prospective advertisers into believers, why not let us teach your prospects what they can do to succeed through a Web-based training program called StrongResponseNow? Similar to the live advertiser seminars we've conducted for more than 400 newspapers, the course can reside on your newspaper's Web site and act as a 24/7 prospecting tool.

Even our ad order forms improve design and sales

How can an order form drive ad sales and better design? We firmly believe in the adage "garbage in/garbage out", so we use the order form to guide the ad rep through the process of gathering and analyzing the right information, prompting them to think through the strategy behind the ad before submitting the request. We even provide links to support areas, including examples of effective ads, more information on each step of the process, and a quick 2-minute ad design tutorial in case they need a reminder about how to build a great ad strategy. And when they check off "send me a sales script", they'll also get an explanation of how to sell the ad, customized to their ad's category.



Helping artists with the transition into ad sales

We've always believed that artists can make exceptional advertising salespeople. So to help the transition to offshore ad production, we're more than happy (and more than qualified) to help train your own artists to become effective advertising representatives. Just one more thing other outsourcing services just don't have the expertise or interest to provide.

Feature comparison of DesignYourAd service with typical offshore ad production services

	DesignYourAd	Typical Outsourcing Services
Average cost savings of 40%-50%	✓	✓
Advanced Web-based technology	✓	✓
Easy-to-use interface	✓	✓
Digital Asset Management	✓	✓
Overnight turnaround	✓	✓
Extensive transition planning and execution	✓	✓
Ad reps trained to use system	✓	✓
Ad agency designers	✓	-
Use of ad agency's top designers only	✓	-
Two-hour changes	✓	-
Lowest price guarantee	✓	-
24-hour live help desk	✓	-
3+ years' experience outsourcing	✓	-
Designers with ad effectiveness skills	✓	-
Designers with ad sales skills	✓	-
All trained on effective ad shorthand	✓	-
Can request Response Oriented Selling ads	✓	-
Ad rep training on creating effective ads	✓	-
Ad rep training on selling effective ads	✓	-
Ad rep training on overcoming objections	✓	-
Effective ROS ad templates	✓	-
StrongResponseNow prospect training	✓	-
Retooling in-house artists to be ad reps	✓	-
Customized sales scripts with every spec ad	✓	-
Link to ad design refresher on form	✓	-

More examples of the DesignYourAd production team's skills

before



Jay's Furniture Barn

Goal: To see how designers can execute a complex Response Oriented Selling ad strategy using our quick shorthand

Supplied info: sketch, headline, client's Web site and old ads



after

before



after

Red Bird Pet Food Center

Goal: To see how the designers work with little input or guidance. No sketch or guidance other than emulating the style and strategy of PetCo, the industry's most successful chain.

Supplied info: PetCo's Web site address

More examples of the DesignYourAd production team's skills

before



Blackmer's Hot Tubs & More

Goal: To create an ad that combines both products and services (advice, installation, follow-up service)

Info supplied: Rough sketch, old ads, manufacturer logos, and link to manufacturer's online brochure.



after

before



after



Larry's True Value

Goal: To perform a straight redesign with minimal information in a smaller ad size.

Info supplied: Rough sketch, old ads, manufacturer logos, and link to manufacturer's Web site.

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