

Image News

OCTOBER 2006

Spend Your Advertising Budget Wisely

Depending on the nature of your business you could benefit from advertising in newspaper and/or specialty guide/magazine. Regardless of which media is more appropriate, the main factor will be the message you convey to your present and potential clients.

It is very important to keep the message clear, concise and consistent. It is critical that you continue to remind your customers and prospects that you are out there and ready to meet their needs. Spending all your budget on one full page ad once a year is less effective than a small ad every week. Remember the 3 "C's" when promoting your business

- CLEAR
 - Convey your message directly keep text brief
 - Quality Pictures reveal more than words
- CONCISE
 - Know your business and concentrate on promoting what you do best
- CONSISTENT
 - Spread your ads out over the year
 - **Bigger is not better**, plan your dollars wisely advertising every week with a smaller ad keeps your business in the eye of potential clients constantly and will yield more benefits than one large "expensive" ad.

Ensure that any advertising whether it is your business card, brochure, a simple letter or ads compliment your business in Quality and the 3 "C's". Everything you do represents the quality and integrity of your business to present and potential clients.

**1000 Full Colour
Business Cards
Only \$125. + taxes**

Full Colour Business Cards on 12pt. Gloss
Including basic design. Printed one side.



Christmas or Multi-Use Greeting Cards with your logo and contact info printed on the back

Many Fine Art Cards to choose from
STAY IN TOUCH WITH YOUR CLIENTS
send Season's Greetings,
recognizing their loyalty
or invite them to a special event.
Printed in full colour on 11pt. glossy card,
scored to fold, envelope included.

5" x 7" folded Greeting Cards printed 1 side
quantities from 15 to 200 for \$1.65* each

**Based on choosing one of our standard cards otherwise
art charges will be additional*

Fine Art Studio

Crystal Image Fine Arts Studio
opened its' doors in the spring of
2006 offering Original Oil and
Watercolour Paintings
Soapstone Carving and Unique Greeting Cards
in DOWNTOWN HARCOURT.

You are invited to visit any
time, the Studio is open
by chance or appointment
until November 15th.

Original paintings from \$25 (miniatures)
to \$395. (16 x 20) framed.
Commissions Welcome.

Please call to ahead ensure the Studio is open!

10% off

Any item in the Studio

with this Coupon

It's been a great year! - Come check it out.

**Valid until November 15, 2006
on any purchase in the Studio**



More great organizations & companies
who trusted Crystal Image Studio with their corporate image



SOMERSET INN



Box 102
Harcourt, ON KOL 1X0
Tel: 705.448.9397
info@crystalimagestudio.com
www.crystalimagestudio.com