

THE OH MY! HANDMADE GUIDE TO BUSINESSY ADVERTISING

Welcome to our guide! We're building a whole new way for creatives to shop for the services and supplies they need to grow their businesses.-you are officially a pioneer. If you have any questions about your ad or our guide feel free to email me at editor@ohmyhandmade.com.

THE DETAILS

Ad dimensions:

Spread 16 $\frac{3}{4}$ x 10 $\frac{1}{2}$

Full Page 8 $\frac{3}{4}$ x 10 $\frac{3}{4}$

1/2 Page 7 $\frac{1}{2}$ x 4 $\frac{3}{4}$

1/4 Page 3 $\frac{3}{4}$ x 4 $\frac{3}{4}$

All ads must be high resolution PDF or EPS files with all fonts embedded or outlined, 300 dpi and CMYK color.

All images and text can be linked please send a list of your links in a separate document along with your ad.

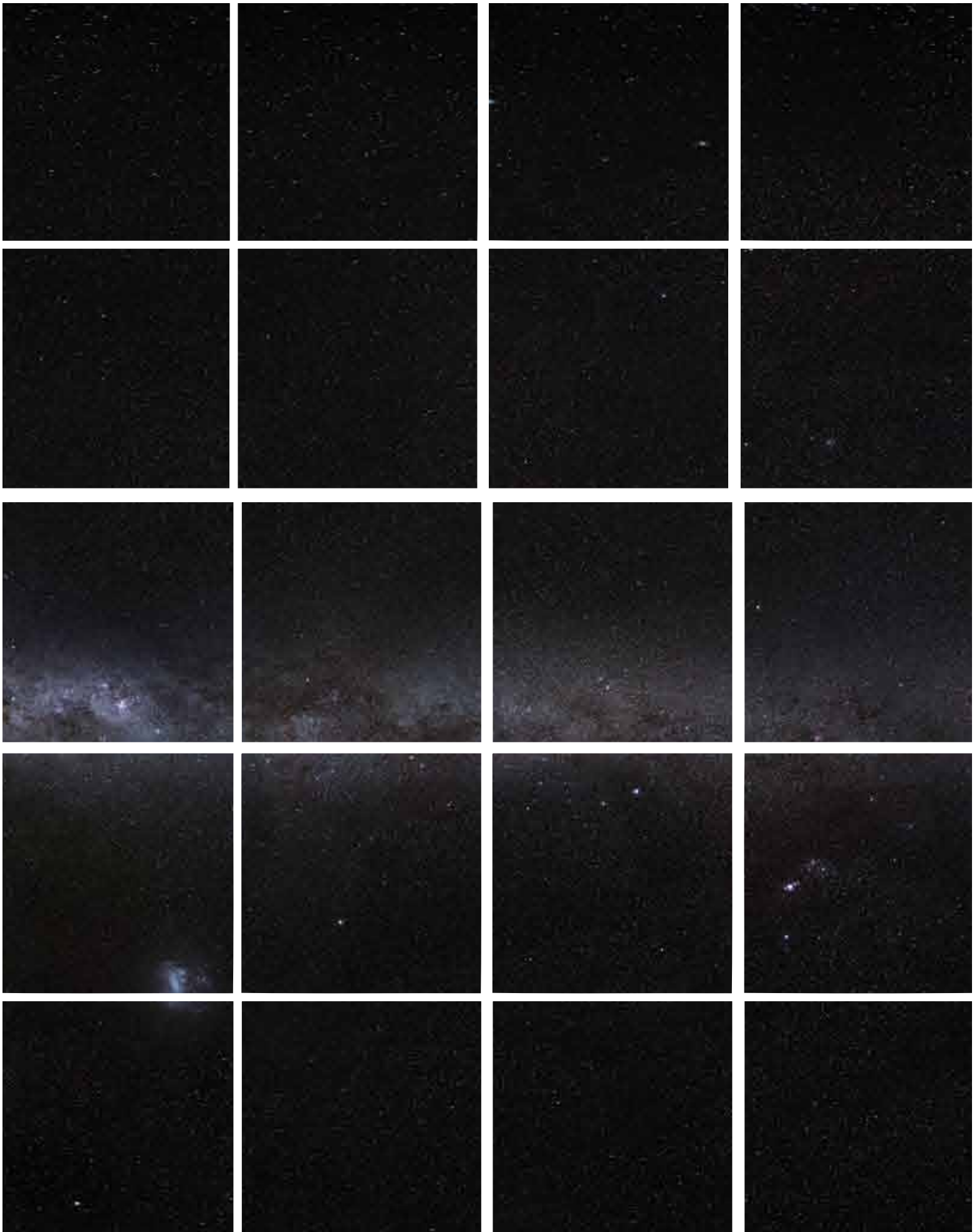
Ads under 5mb can be sent via email for larger files please use Dropbox.

STYLE

We are looking to create a clean, modern and approachable guide. Please avoid busy ads, multiple fonts, or blurry images. I encourage you to be creative with your ads and if you offer multiple products and services + purchased a larger ad space to set up shop by using your ad space as a virtual booth. Please see included ad samples.

The sample ads are purely for showing layout examples-you do not have to make your ad in this style!

Thank you!
Jessika



YOUR LOGO HERE

2 page spread: 16 3/4 x 10 1/2

Image or logo appx. 8x10 or group of images-

may have up to 20 2x2 or fewer larger linked images

<<laid out on a single page or along the top of both pages

75-100 words of text can also include company

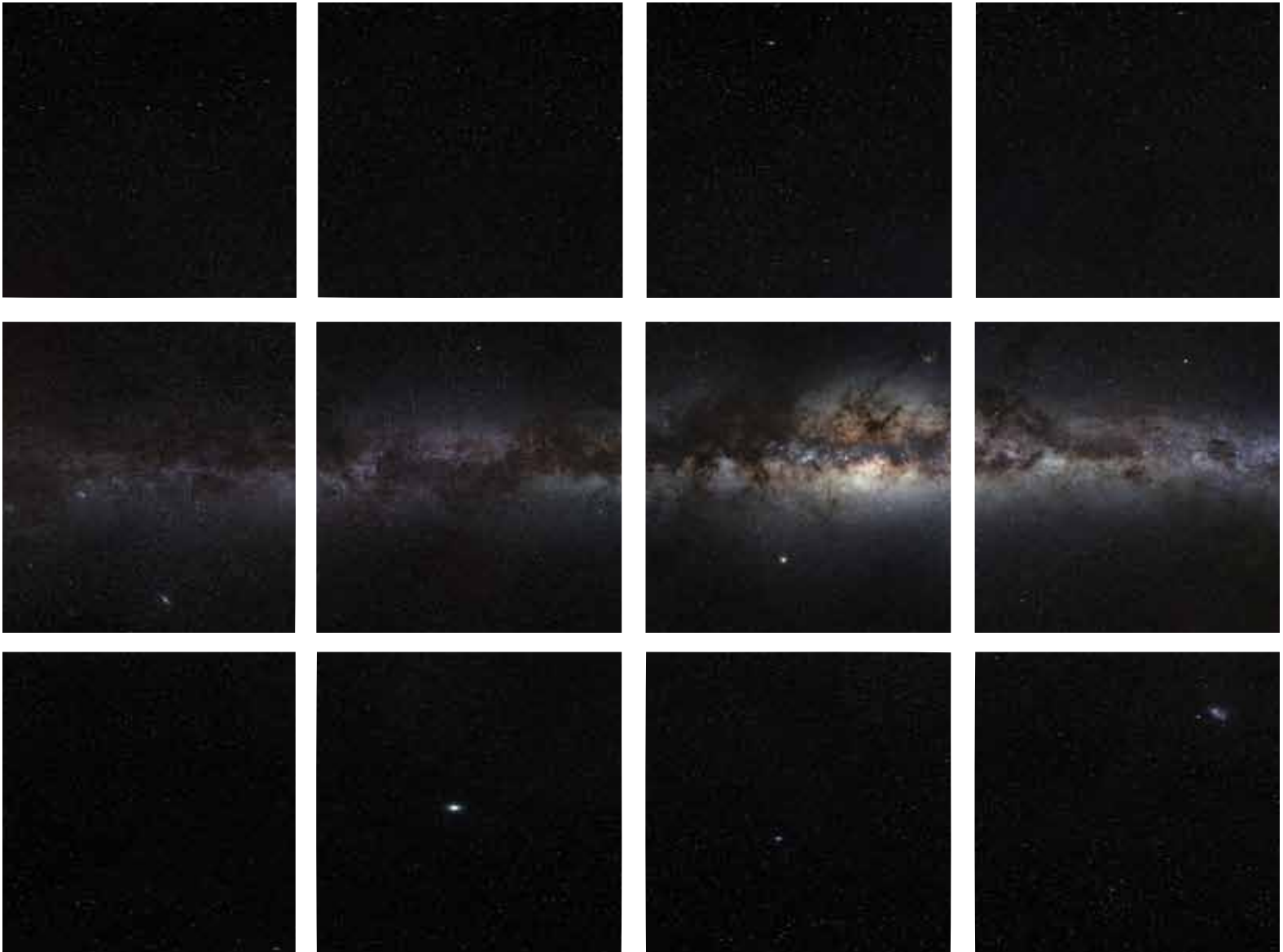
or product info, bio or promotion

CONTACT INFO

QUOTES

SERVICES

WWW.WEBSITE.COM



Full page spread: 8 ¾ x 10 ½

Image or logo appx. 8x10 or group of images-
may have up to 12 2x2 or fewer larger linked images
50-60 words of text

CONTACT INFO

WWW.WEBSITE.COM

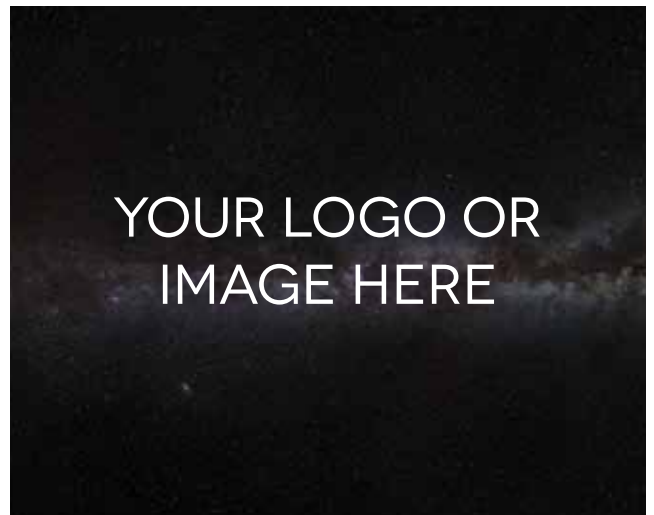
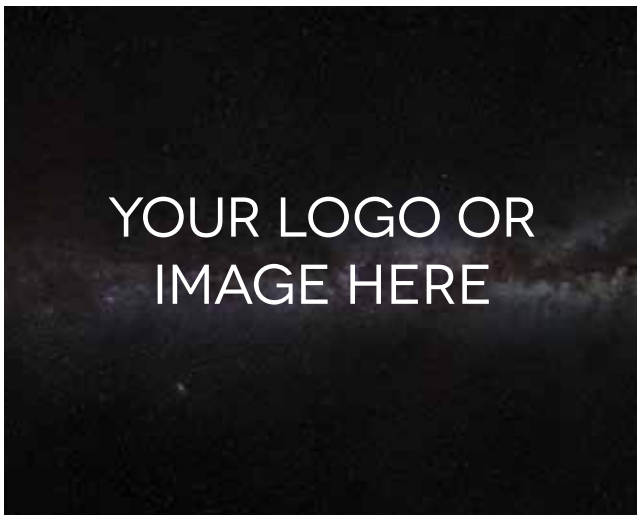


YOUR LOGO HERE



1/2 page ad: 7 1/2 x 4 3/4
Linked images & logo:
up to 4 2x2 images
30-40 words of text

CONTACT INFO
WEBSITE



1/4 page ad: 3 1/2 x 4 3/4
Image or logo appx. 3x3
20-30 words of text

1/4 page ad: 3 1/2 x 4 3/4
Image or logo appx. 3x3
20-30 words of text

CONTACT INFO
WEBSITE

CONTACT INFO
WEBSITE