

## Ad Design Considerations

*Discussion points when considering an ad on **BeWellWorld.com***

**AD BASICS** – Advertising is planting seeds, and often it takes time to notice the effect it has had. Often it may take as much as a year for someone to act on a decision actually made months earlier from advertising. And consistently being in a place that makes sense (targeted to your likely buyers) reinforces your position in people’s minds about your place in the market and establishes you as a successful practice. BeWellWorld.com is a one such place where practice leaders can present themselves.

All BeWellWorld.com online ads are priced at with a full 12 month’s on the site, and ads have a run-of-site placement (meaning they can appear on all of the 1,000+ pages). Ads automatically rotate on the pages – click refresh in your browser and see yours appear in different places repeatedly.

*Call **Tim** at **240-344-7389** to discuss any questions.*

**AD SIZE** – Obviously, the larger the ad, the better chance for capturing attention. Yet, we’ve had positive results from even our “Small” ads on the site. That said, we believe that for many readers, every ad is getting inspected, because the ads are unique and cannot be seen anywhere else. The ads are as colorful and fun as the content. Plus, it seems our readers are more engaged than usual, likely due to a commitment to personal growth and health.

**AD DESIGN** – Many of the ads appearing on BeWellWorld.com are from our designers, but we are happy to work with your designer too. If you are utilizing a professional designer for your ad, please refer them to the specifics of Size & Digital Submission Guidelines in the [Media Kit](#), they’ll know what they need to from that. Submit final ads electronically to [Tim@BeWellWorld.com](mailto:Tim@BeWellWorld.com).

While some prefer to take a try at designing their own ads, we’ll offer caution. Well-designed ads definitively get more response. Ads also need to be technically correct; the right size in pixels as shown in the Media Kit and preferably in a .png file format. If that is Greek to you, you probably ought to consider a designer’s services. Call Tim if you’d like to discuss our design services. Design work generally starts at \$100 but can vary based on what you want to accomplish.

**AD PAYMENT** – All ads require payment in advance. Call Tim to discuss options.

***We’re out to prove that supporting the greater good comes back to you.***

We call it **Ads with Intent**. Be part of it!