

Printed Advertisements

Layout -

- Font is Triplex
- Headline at the top
- Logo is usually in lower left corner and bleeds off left/bottom of page
- Product beauty shots or live product in use shots.
- Silhouettes are a great way to show lots of fun products in a small area or in a low print quality medium (newspaper, flyer, etc.)

Fundamentals -

- Preferred headline - Rent Some Fun Today. Headline - Rentals, Rentals, Rentals is usually best in Yellow Pages or other venues where you may have competitors offering rentals. The specific publication may also warrant a different headline.
- Appeal to the family (ages 0 to 99), as many other activities are more limiting.
- New equipment (or fully maintained equipment) speaks to the #1 consumer purchase driver and will increase appeal.
- Fast friendly service speaks to the #2 purchase driver and suggests to the consumer that they will be professionally taken care of.
- FREE safety equipment & helmet use with every rental. The word FREE is the #1 attention getter in print advertising and lets the consumer know they'll get a good deal.
- Address, directions (small map if necessary/helpful) and bold phone number.
- List lots of equipment, Unique bikes & way more - Surreys, Pedal Go-carts, Slingshots...
- Corporate & Group rates available
- Web address