FACTS ABOUT LAYOUT

(And some about copy)

Many also apply online



Captions are very important; they are heavily read

This classic layout is by far the easiest for readers to follow.

This subhead makes transition into the body copy easier for the reader.

propped initial caps like this also lare people into the body of the

Moseover, a short first paragraph like the one above makes it easier for people to get started on your story. And there are other things to remember.

For example, readers find it easier to take in short words, sentences and paragraphs - the latter containing only one or two thoughts.

Why is this?

Because people are not really concentrating when they read copy, and won't make the effort to grasp difficult thoughts - even if they are intelligent, which many arm't.

Crossbeads tell the story

Beeaking your copy up with crowsbeads makes it far more digratible for the reader than one unbroken block of words.

The criminead should not be clever or tricksy, but should communicate and encapsulate the story for people whose eyes are hovering over your ad.

Many people imagine that advertisements are read religiously from start to finish. Would that it were not lo fact. readers tend to start where they please, and stop reading when they please. Very few advertisements indeed get read in full.

Bold elements attract

We use bold elements - headings, illustrations, the like - to lead people into the advertisement. For that reason, all these elements must work very hard. Unless one of them catches the eye, your ad will fail.

The most important element is the headline/picture combination. Together they should communicate almost instantly what the advertisement is all about and if possible demonstrate the benefits.

This is unterly vital, because research years ago revealed two important facts; first, most advertisements are never seen for longer than two or three seconds; and second, that must are never read beyond the beadline.

Captions are important

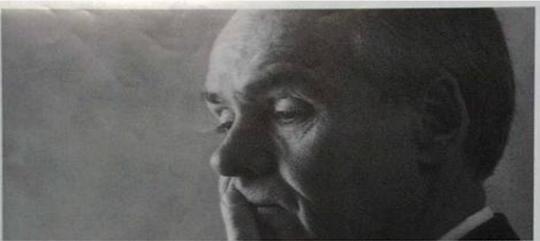
After a headline and picture the things that people's eyes generally term to most are captions. As children we learned to read by looking at pictures with explanations under them. So it is very uowise to have a picture without a caption. Sometimes, of course, the headline itself acts as a caption. Generally speaking, if you cannot find anything interesting to say about your picture, then the chances are it is not a good picture.

Bold coupons help

One element which will actually increase readership of your advertisement is the persence of the coupon. What is more, the bolder the coupon, the higher the readership and the response is likely to be.

Pay no attention to languid aestheres who tell you the coupons will kill your image. I have yet to see any evidence to nugger this is so.

Sample coupon		
Name		
Address	-	
Postcode		
Telephone no.		



Captions are very important; they are heavily read

If you set your copy in sans serif type you pay a heavy price indeed

A page of serif reset in sans serif can reduce good comprehension from 67% to 12%, can you afford this?

ropped initial caps like this also lure people into the body of the coors.

Moreover, a short first paragraph like the one above makes it easier for people to get started on your story. And there are other things to remember.

For example, readers find it easier to take in short words, sentences and paragraphs - the latter containing only one or two thoughts.

Why is this?

Because people are not really concentrating when they read copy, and won't make the effort to grasp difficult thoughts even if they are intelligent, which many aren't

Crossheads tell the story

Breaking your copy up with crossheads makes it far more digestible for the reader than one unbroken block of words.

The crosshead should not be clever or tricksy, but should communicate and encapsulate the story for people whose eyes are hovering over your ad.

Many people imagine that advertisements are read religiously from start to finish. Would that it were so! In fact, readers tend to start where they please, and stop reading when they please. Very few advertisements indeed get read in full.

Bold elements attract

We use bold elements - headings, illustrations, the like - to lead people into the advertisement. For that reason, all these elements must work very hard. Unless one of them catches the eye, your ad will fail.

The most important element is the headline/picture combination. Together they should communicate almost instantly what the advertisement is all about and if possible demonstrate the benefits.

This is utterly vital, because research years ago revealed two important facts. first, most advertisements are never seen for longer than two or three seconds; and second, that most are never read beyond the headline.

Captions are important

After a headline and picture the things that people's eyes generally turn to most are coptions. As children we learned to read by looking at pictures with explanations under them. So it is very unwise to have a picture without a captor.

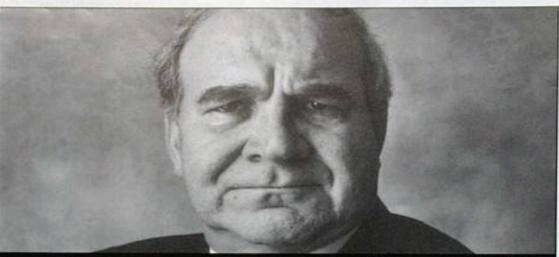
Sometimes, of course, the headline itself acts as a caption. Generally speaking, if you cannot find anything interesting to say about your picture, then the chances are it is not a good picture.

Bold coupons help

One element which will actually increase readership of your advertisement is the presence of the coupon. What is more, the bolder the coupon, the higher the readership and the response is likely to be.

Pay no attention to languid aesthetes who tell you the coupons will kill your image. I have yet to see any evidence to suggest this is so.

Sample coupor Return address for the coupon		
Name		
Address		
Postcod		
Telepho		



Captions are very important; they are heavily read.

Reversed out copy kills readership though many people don't know it

A reversed-out full page charity ad doubled response when it was reset in lack and white

propped initial caps like this also lare people into the body of the own.

Moreover, a short first paragraph like the one above makes it easier for people to get statted on your story. And there are other things to trimmiles.

For example, readers find it easier to take in whorst words, sentences and paragraphs - the latter containing only one in two thoughts.

Why ex this?

Because people are not really concentrating when they read copy, and won't make the effort to grasp definall thoughts - even if they are intelligent, which many aren't.

Crowbeads tell the story

Breaking your copy up with crossbrads makes at far more digestable for the reader than one unbroken block of words.

The crimbrad double not be clever or trickey, but should communicate and encapsulate the story for people whose eyes are bosering over your ad-

Many people imagine that adventicements are read religiously from start to finish. Would that it were sof In fact, readers tend to start where they please, and stop reading when they please. Very few adventisements indeed get read in full.

Bold elements attract

We use bold elements - headings, illustrations, the like - to lead people into the advertisement. For that reason, all these elements must work very hard. Unless one of them catches the eye, your ad will fail.

The most important element is the headline/picture combination. Together they should communicate almost instantly what the advertisement is all about and if possible demonstrate the benefits.

This is untirly vital, because research years ago revealed two important facus first, most advertisements are never seen for longer than two or three seconds; and second, that most are never read beyond the beaffine.

Captions are important

After a headfine and picture the things that people's eyes generally turn to most are captions. As children we learned to read by looking at pictures with explanations under them. So it is very unitie to have a picture without a caption.

Sometimes, of course, the headling study acts as a caption. Generally speaking, if you cannot find anything interesting to say about your picture, then the chances are it is not a good picture.

Bold coopens help

One element which will actually increase readership of your advertisement is the presence of the coupon. What is more, the bolder the coupon, the higher the readership and the response is likely to be,

Pay no attention to languid acotheres who tell you the coupons will kill your image. I have yet to see any evidence to

Sample coupon Return address for the coupon Name Address

Telephon

Telephone no



Captions are very important; they are heavily read.

When you set copy to a long measure, the eye has to travel back and forth. Your reader will not make the effort.

This subhead makes transition into the body copy easier for the reader.

topped mitial caps like this also lure people into the body of the copy. Moreover, a short first paragraph like the one above makes it easier for people to get started on your story. And there are other things to remember. For example, readers find it easier to take in short words, sentences and paragraphs - the latter containing only one or two thoughts.

Because people are not really concentrating when they read copy, and won't make the effort to grasp difficult thoughts - even if they are intelligent, which many aren't.

Crossbeads tell the story

Breaking your copy up with crowbrads makes it far more digestable for the reader than one unbroken block of words.

The crosshead should not be clever or tricksy, but should communicate and encapsulate the story for people whose eyes are hovering over your ad-

Many people imagine that advertisements are read religiously from start to finish. Would that it were so! In fact, readers tend to start where they please, and stop reading when they please. Very few advertisements indeed get read in full.

Bold elements attract

We use hold elements - headings, illustrations, the like - to lead people into the advertisement. For that reason, all these elements must work very hard. Unless one of them catches the eye, your ad will fail.

The most important element is the headline/picture combination. Together they should communicate almost instantly what the advertisement is all about and if possible demonstrate the benefits.

This is utterly vital, because research years ago revealed two important facts: first, most advertisements are never seen for longer than two or three seconds; and second, that most are never read beyond the headline.

Captions are important

After a headline and picture the things that people's eyes generally turn to most are captions. As children we learned to read by looking at pictures with explanations under them. So it is very unwise to have a picture without a caption.

Sometimes, of course, the headline itself acts as a caption. Generally speaking, if you cannot find anything interesting to say about your picture, then the chances are it is not a good picture.

Bold coupons help

One element which will actually increase readership of your advertisement is the presence of the coupon. What is more, the bolder the coupon, the higher the readership and the response is likely to be.

Pay no attention to languid aesthetes who tell you the coupons will kill your image. I have yet to see any evidence to suggest thin is so.

	Coupons should	ook like coupons	
Return address for the coupon Name			
Address			
	Postcode	Telephone no.	

D supped initial caps like this also line people into the body of the copy.

Moreover, a short first paragraph like the one above makes it easier for people to get started on your story. And there are other things to remember.

For example, readers find it easier to

thoughts - even if they are intelligent, which many aren't.

Crossheads tell the story

Breaking your copy up with crossheads makes it far more digestible for the reader than one unbroken block of words.

The crosshead should not be clever

Don't block off two columns like this. People won't keep reading below the illustration



Photography are more believable than illustrations

take in sho words, sentences and paragraphs - the new containing only one or two thoughts.

Why is this?

Because people are a really concentrating when they read con- and won't make the effort to grasp define a or tracks, for should communicate and encapsulate the very for people whose eyes are hovering over your ad.

Many people into the that advertisements are read religiously. Som start to finish. Would that it were a so to fact, readers tend to start where they pleas, and stop reading when they please. Very few advertisements indeed get read in full.

Bold elements attract

We use hold elements - headings, illustrations, the like - to lead people into the advertisement. For that reason, all these elements must work very hard. Unless one of them catches the eye, your ad will fail.

The most important element is the headline/picture combination. Together they should communicate almost instantly what the advertisement is all about and if possible demonstrate the benefits.

This is utterly viral, because research years ago revealed two important facts; first, most advertisements are never seen for longer than two or three seconds; and second, that most are never read beyond the headline.

Captions are important

After a headline and picture the things that people's eyes generally turn to most are captions. As children we learned to read by looking at pictures with explanations under them. So it is very unwise to have a picture without a caption.

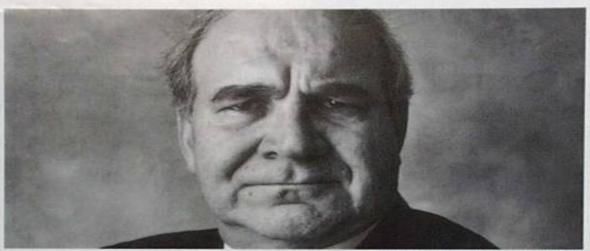
Sometimes, of course, the headline itself acts as a caption. Generally speaking, if you cannot find anything interesting to say about your picture, then the chances are it is not a good picture.

Bold coupons belp

One element which will actually increase tradership of your advertisement is the persence of the coupon. What is more, the bolder the coupon, the higher the readership and the response is likely to be.

Pay no attention to languid aesthetes who tell you the coupons will kill your image. I have yet to see any evidence to suggest this is so.

	Sample coupon
Ren	on address for the coupon
Nie	*
Add	De NA
Post	code
Tel	phose no.



Captions are very important; they are heavily read.

A badly positioned coupon can reduce response

This subhead makes transition into the body copy easier for the reader.

propped initial caps like this also lare people into the body of the copy.

Moreover, a short first putagraph like the one above makes it easier for people to get started on your story. And there are other things to remember.

For example, traders find it camer to take in about words, sentences and puragraphs - the latter containing only one or two thoughts.

Why is this?

Recause people are not really concentrating when they read copy, and won't make the effort to grasp difficult thoughts - even if they are intelligent, which many aren't.

Crombrada tell the story

Beraking your copy up with crossheads makes it far more digestible for the reader than one unhecker block of words.

The crosshead should not be clever or trickys, but should communicate and encapsulate the story for people whose eyes are hovering over your ad.

Many people imagine that advertisements are read erligiously from start to finish. Would that it were not In fact, readers read to start where they please, and stop reading when they please. Very few advertisements indeed get read in full.

Bold elements attract

We use hold elements - headings, illustrations, the like - to lead people into the advertisement. For that reason, all these

Silly coupon position. It's hard to cut out		
Return a	Adress for the cos	pom
arts.		
150 0		
Pioistonde		
Telephon	er man.	

elements must work very hard. Unless one of them catches the eye, your ad will full.

The most important element is the headline/picture combination. Together they should communicate almost instantly what the adsertisement is all about and if possible demonstrate the benefits.

This is utterly vital, because research

years ago revealed two important facts; first, most advertisements are never seen for longer than two or three seconds; and second, that most are never read beyond the bradline.

Captions are important

After a headline and picture the things that people's eyes generally turn to most are captions. As children we learned to read by looking at pictures with explanations under them. So it is very unwise to have a picture without a caption.

Sometimes, of course, the headline itself acts as a caption. Generally speaking, if you cannot find anything interesting to say about your picture, then the chances are it is not a good picture.

Bold coupons help

One element which will actually increase readership of your advertisement is the presence of the coupon. What is more, the bolder the coupon, the higher the readership and the response is likely to be.

Pay no attention to languid seatheres who tell you the coupons will kill your image. I have yet to see any evidence to suggest this is so. propped introd caps like this also have people into the body of the copy.

Moreover, a short first puragraph like the one above makes it easier for people to get started on your story. And there are other things to remember.

For example, readers find it easier to take in short words, sentences and paragraphs - the latter containing only one or two thoughts.

Why is this?

Because people are not really concentrating when they read copy, and won't make the effort to grasp difficult thoughts - even if they are intelligent, which many arm't.

Crossbrads tell the story

Breaking your copy up with crosshrads makes it far more digretible for the reader than one unbroken block of words.

The crosshead should not be clever or tricksy, but should communicate and encapsulate the story for people whose eyes are hovering over your ad.

Many people imagine that advertisements are read religiously from start to finish. Would that it were so! In fact, readers tend to start where they please, and stop reading when they please. Very few advertisements indeed get read in full,

Bold elements attract

We use hold elements - headings, illustrations, the like - to lead people into the advertisement. For the reason, all these elements must work very hard. Unless one of them catches the eye, your ad will fail.

The most important element is the headline/picture combination. Together they should communicate almost instantly what the advertisement is all about and if possible demonstrate the benefits.

This is satisfly vital, because research years ago revealed two important facts: first, most advertisements are never seen for longer than two or three seconds; and second, that most are never read beyond the headline.

Captions are important

After a headline and picture the things that people's eyes generally turn to most are captions. As children we learned to read by looking at pictures with explanations under them. So it is very unwise to have a picture without a caption. Sometimes, of course, the headline itself acts as a caption. Generally speaking, if you cannot find anything soccessing to any about your picture, then the clusters are it in our a good picture.

Bold coupons help

One element which will actually increase readership of your advertisement is the presence of the coupon. What is more the bolder the coupon, the higher the readership and the response is likely to be.

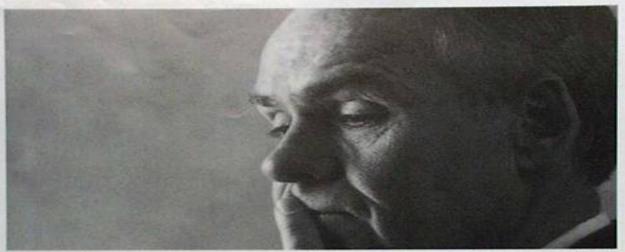
Pay no attention to languid aesthetes who tell you the coupons will kill your image. I have yet to see any evidence to suggest this is so.

Sample coupon Renars address for the coupon		
Nane		
Address		
Postcode		_

When the headline is placed below copy, many cannot be bothered to move their eyes up to start reading



Pictures with human faces in them work better



Italics are as easy to read as reman

propped initial caps like this also lare people into the body of the cope.

Moreover, a short first paragraph like the one above makes it easier for people to get started on your story. And there are other things to remember.

For example, readers fir d it easier to

take in short words, sentences and paragraphs - the latter containing only one or two thoughts.

Why is this?

Because people are not really concentrating when they read copy, and won't make the effort to grasp difficult thoughts - even if they are intelligent, which many aren't.

Bold elements attract

We use hold elements - headings, illustrations, the man to lead people into the advertisement. For that reason, all these elements must work our that. Unless one of them catches the eye, your ad will fail.

The most important element is the headline/picture combination. Together looking at pictures with explanations under them. So it is very unwise to have a picture without a caption.

Sometimes, of course, the headline itself acts as a caption. Generally speaking, if you cannot find anything interesting to say about your picture, then the chances are it is not a good picture.

Headlines marooned like this kill the flow of the copy

This subhead makes transition into the body copy easier for the reader.

Crossheads tell the story

Beraking your copy up with crowbeads makes it far more digestible for the reads than one unbruken block of words.

The crosshead should not be clever or trickey, but should communicate and encapsulate the story for people whose eyes are luvering over your ad.

Many people imagine that aftertisements are read telegrounly from start to finish. Would that it were soi In fact, readers tend to start where they please, and stop teading when they please. Very few advertisements indeed get read in full. they she did communitate almost instantly what the advertisement is all about and if possible demonstrate the benefits.

This is afterly vital, because research years ago revealed two important facts: first, soost advertisements are never seen for losger than two or three seconds: and second, that most are never read beyond the headline.

Captions are important

After a headline and picture the things that people's eyes generally turn to most are captions. As children we learned to read by Bold coupons help

One element which will actually increase readership of your advertisement is the presence of the coupon. What is more, the bolder the coupon, the higher the readership and the response is likely to be.

Pay no attention to largual aesthetes who tell you the coupons will kill your image. I have

per to see any exidence to appeared this is no

	aple coupon
Proposition and a	ness not tree confront
Name	
Address	



CAPTIONS ARE VERY IMPORTANT; THEY ARE HEAVILY READ.

CAPS ARE DIFFICULT TO READ BECAUSE THE EYE RECOGNISES SHAPES - NOT INDIVIDUAL LETTERS

THIS SUBHEAD MAKES TRANSITION INTO THE BODY COPY EASIER FOR THE READER.

ROPPED INITIAL CAPS LIKE THIS ALSO LURE PEOPLE INTO THE BODY OF THE COPY.

MOREOVER, A SHORT FIRST PARAGRAPH LIKE THE ONE ABOVE MAKES IT EASER FOR HIGHE TO GET STARTED ON YOUR STORY, AND THERE ARE OTHER THINGS TO REMEMBER.

FOR EXAMPLE, READERS FIND IT EASIER TO TAKE IN SHORT WORDS, SENTENCES AND PARAGRAPHS - THE LATTER CONTAINING ONLY ONE OR TWO THOUGHTS.

Week is thesit

BECAUSE PEOPLE ARE NOT REALLY CONCENTRATING WHEN THEY READ COPY, AND WON'T MAKE THE EFFORT TO GRASP DIFFICULT THOUGHTS - EVEN IF THEY ARE PRELIGENT, WHICH MANY AREN'T.

CROSSHEADS TILL THE STORY

BREAKING YOUR COPY UP WITH CROSSHEADS MAKES IT FAR MORE DIGESTIBLE FOR THE EACHER THAN ONE UNBROKEN BLOCK OF WORDS.

THE CROSSHEAD SHOULD NOT BE CIEVER OR TRICKSY, BUT SHOULD COMMENCATE AND ENCAPSUARE THE STORY FOR PEOPLE WHOSE EYES ARE HOVERING OVER YOUR AD.

MANY PEOPLE IMAGINE THAT ADVENTISEMENTS ARE READ RELIGIOUSLY FROM START TO FINISH. WOULD THAT IT WIRE SOT IN FACT, READERS TEND TO START WHERE THEY PLEASE, AND STOP READING

WHEN THEY PLEASE, VERY FEW ADVERTISEMENTS INDIED GET READ IN FULL.

BOLD ELEMENTS ATTRACT

WE USE BOLD ELEMENTS - HEADINGS, ELUSTRATIONS, THE LIKE - TO LEAD PROFILE INTO THE ADVERTISEMENT. FOR THAT REASON, ALL THESE ELEMENTS MUST WORK WAY HARD. UNLESS ONE OF THEM CATCHES THE EFE, YOUR AD WILL FALL.

THE MOST IMPORTANT ELEMENT IS THE HEADERE/FICTURE COMMUNICATE ALMOST THEY SHOULD COMMUNICATE ALMOST INSTANTLY WHAT THE ADVERTISEMENT IS ALL ABOUT AND IF POSSIBLE DEMONSTRATE THE REMERS.

THIS IS UTTERLY VITAL, BECAUSE RESEARCH YEARS AGO REVEALED TWO IMPORTANT FACIS: FIRST, MOST ADVERTISEMENTS ARE NEVER SEEN FOR LONGER THAN TWO OR THREE SECONDS; AND SECOND, THAT MOST ARE NEVER READ BEYOND THE HEADING.

CAPTIONS ARE IMPORTANT

AFTER A HEADLINE AND PICTURE THE THRUSS THAT PEOPLE'S EYES GENERALLY TURN TO MOST ARE CAPTIONS. AS CHILDREN WE LEARNED TO READ BY LOOKING AT PICTURES WITH EXPLANATIONS LINCER THEM. SO IT IS VERY LINWISE TO HAVE A PICTURE WITHOUT A CAPTION.

SOMETIMES, OF COURSE, THE HEADLINE TITSELF ACTS AS A CAPTION. GENERALLY SPEAKING, IF YOU CANNOT FIND ANYTHING INTERESTING TO SAY ABOUT YOUR PICTURE, THEN THE CHANCES ARE IT IS NOT A GOOD HICTURE.

BOLD COUPONS HELP

ONE ELEMENT WHICH WILL ACTUALLY INCREASE READERSHIP OF YOUR ADVERTISEMENT IS THE PRESENCE OF THE COUPON, WHAT IS MORE, THE BOLDER THE COUPON, THE HIGHER THE READERSHIP AND THE RESPONSE IS LIKELY TO BE.

PAY NO ATTENTION TO LANGUID ASSISTED WILL KELL YOU THE COUPONS WILL KELL YOUR IMAGE. I HAVE YET TO SEE ANY EVIDENCE TO SUCCESS THIS IS SO.

SAMPLE COUPON		
RETURN ADD	RESS FOR THE O	COUPON
Name		
ADDRESS		
_		

Dropped initial caps like this also lure people into the loof- of the copy.

Moreover, a short first paragraph like the one above makes it easier for people to get started on your story. And there are other things to remember.

For example, readers find it easier to take in short words, sentences and paragraphs - the latter containing only one or two thoughts.

Why is this?

Because people are not really concentrating when they read copy, and won't make the effort to grasp difficult thoughts - even if they are intelligent, which many aren't.

Breaking your copy up with crombeads makes it far more digestible for the reader than one unbroken block of words.

The crosshead should not be clever or tricky, but should communicate and encapsulate the story for people whose eyes are hovering over your ad.

Many people imagine that advertisements are read religiously from start to finish. Would that it were so! In fact, readers tend to start where they please, and stop reading when they please. Very few advertisements indeed get read in full.

Justified - OK

Dropped initial caps like this also lore people into the body of the copy. Moreover, a short first paragraph like the one

above makes it easier for people to get started on your story. And there are other things to remember. For example, readers find it easier to take in short words, sentences and paragraphs - the latter

containing ordy one or two thoughts.

Why is this?

Because people are not really concentrating when they read copy, and won't make the effort to grasp difficult throughts - even if they are intelligent, which they aren't.

Beraking your copy up with crowbeads makes at fat more digestible for the reader than one unbroken block of words.

The crombraid should not be clever or trickey, but should communicate and encapsulate the story for people whose eyes are hovering over your ad. Many people imagine that advertisements are

read religiously from start to finish. Would that it were not In fact, readers tend to start where they please, and stop reading when they please. Very few afternoonsenses indeed get read in full.

> Ranged Right - very hard

Dropped initial caps like this also lare people into the body of the copy.

Moreover, a short first paragraph like the one above makes it easier for people to get started on your story. And there are other things to remember.

For example, readers find it easier to take in short words, sentences and puragraphs - the latter containing only one or two thoughts.

Why is this?

Because people are not really concentrating when they read copy, and won't make the effort to grasp difficult thoughts - even if they are intelligent, which they aren't.

Breaking your copy up with crossheads makes it far more digestable for the reader than one unbroken block of words.

The crowhead should not be clever or tricksy, but should communicate and excapsulate the story for people whose eyes are hovering over your ad.

Many people imagine that advertisements are read religiously from start to finish. Would that it were so In fact, readers tend to start where they please, and stop reading when they please. Very few advertisements indeed get read in full.

Ranged Left - harder

Dropped initial caps like this also have people into the body of the copy.

Moreover, a short first paragraph like the one above makes it easier for people to get started on your story. And there are other things to renumber.

For example, readers find it easier to take in short words, sentences and paragraphs - the latter containing only one or two thoughts.

Why is this?

Became people are not really concentrating when they read copy, and won't make the effort to grasp difficult thoughts - even if they are intelligent, which they aren't.

Breaking your copy up with crossbrads makes it far more digestable for the reader than one unbroken block of words.

The crosshead should not be clever or tricksy, but should communicate and encapsulate the story for people whose eyes are bovering over your ad.

Many people imagine that advertisements are read religiously from start to finish. Would that it were sol in fact, readers tend to start where they please, and stop reading when they please. Very few aftermements indeed get read in full.

Centred - crazy