

## Tips for Producing Attractive Promotional Materials

- Use good visuals that add to the publication's appeal and emphasize key points rather than just filling the space.
- The cover and the first page of text should be the most attractive pages.
- Use strong headlines, sub-headings and summary paragraphs in larger print at the beginning to capture the reader.
- Use a limited number of clean, modern typefaces. Use bold and italic fonts sparingly and for emphasis.
- Make good use of white space and avoid materials that look too busy or are crammed full of text.
- Avoid overuse of capitals because they make the text more difficult to read and look as though you are shouting at the reader.
- Make sure all publicity materials are consistent.
- Think about 'families' of material, meaning, does it all fit together as one unit?
- Give all publicity materials a date and provide contact details.