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Did you know?

Every day more money is printed for Monopoly than the U.S. Treasury.

Web Zips

One of the biggest problems when designing a web page is determining the size of the user's web browser window. Monitors sizes and resolutions vary, and different browsers, such as Explorer, Safari and Firefox, have different viewable screen areas.

Most people use Explorer or Firefox web browsers. The minimum resolution most used is 800 x 600 pixels. Monitor resolution is the number of columns and rows of dots (pixels) creating the display. It is much easier to view a web page that is smaller than your screen than one that is larger, forcing you to scroll left and right. By designing the web page for 800 x 600 resolution, you are guaranteed that the web page is going to be viewed easily by the majority of web users.

You can design a web site to flex to fit higher resolution monitors. For an example go to grandmashomestead.com. Flexing does have limitations, so the needs of the site must be explored before the best page size can be determined.

Cool Pics

Check out our scenic photography samples at moreheadmarketing.com and find great photos such as this one shot at Dolly Sods, West Virginia.



The Good, the Bad, & the Ugly of Newspaper Advertising

The oldest form of advertising medium is the newspaper, and it is still a popular avenue for most local businesses. But is it the best medium for your business? As with any other advertising medium, there are pros and cons that need to be weighed before deciding where to spend your advertising dollars. Here are some things to consider:

The Good

- 1) Most homes subscribe to a newspaper.
- 2) People expect and often buy a paper for the advertisements.
- 3) Newspapers can be read at leisure, referred back to, and even clipped and saved.
- 4) You can somewhat target your audience by choosing which section to appear.
- 5) Newspapers have immediacy. Changes can be made quickly. This is a big advantage when it comes to new products, seasonal sales, price changes and coupons.
- 6) The many different rates and sizes offers flexibility for both large and small advertisers.

The Bad & The Ugly

- 1) Newspapers have a limited life —one day, and average read time is only 20 minutes. To be effective, you need multiple insertions.
- 2) On-line newspapers are a growing competitor for readership.
- 3) Small ads can get lost on a large newspaper page.
- 4) Your ad must compete with other ads for the reader's attention.
- 5) Not every person who gets the newspaper will read your ad.
- 6) If your product only appeals to a small segment of the population, you are paying to reach a lot of people who may not be potential customers.
- 7) The print quality of newspapers is not always the best, especially for photographs.
- 8) Newspapers will often offer to lay out your ads. Keep in mind that these ads are churned out quickly and are not often very creative or eye-catching."

After all is said and done, newspapers are often the cheapest and fastest way to reach a mass audience in a local area. Just remember that repetition, size and a creative design are what will help make your ad stand out.

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