

# iLC 203 - Sign In Screen Options

## Advertising Tab

### Purpose

The *Advertising Tab* allows you to customize the upper-left and upper-right spots on the Member Welcome Screen (which members see when they scan in at your facility).



These advertising spaces can be used for numerous useful purposes, such as:

- Advertising for local businesses (you may be paid for these ads, or you may exchange or barter services).
- Advertising for home businesses, or professional lines of work, belonging to your members. (You may be paid for this, or you may exchange this advertising for Buddy Referrals).
- Displaying a notice relating to a special promotion at your facility, or other pertinent information.

In addition, the advertising spaces may be completely turned off, if you so desire.

### To access Sign In Screen Options - Advertising Tab

1. From the Main Menu, click **Sign-In Screen Options**.
2. Click the **Advertising** tab.

### To disable the advertising feature

1. Uncheck the box next to *I would like advertisements to be displayed on the Welcome*.
2. Click **Save**.

Note: No advertisements will be displayed - but neither will the text that states "Advertise here!"

### To re-enable the advertising feature

1. Check the box next to *I would like advertisements to be displayed on the Welcome*.
2. Click **Save**.

### To place (or change) an ad in the left or right ad space

1. Click **Import New Ad** under either *Left Advertisement* or *Right Advertisement*.
2. Click **Browse**.
3. Navigate to the spot where your ad is located (it should be a JPG image), and double-click its name.
4. Click **OK**.
5. Click **Save**.

Within a few seconds, the ad on the Welcome Screen will change.

### To clear an ad

1. Click **Clear Ad** under either *Left Advertisement* or *Right Advertisement*.
2. Click **Save**.

Within a few seconds, the ad on the Welcome Screen will disappear, and be replaced with the "Advertise here!" message.

## Advertisement Technical Specs

Follow these rules for best results when creating advertisements:

- Images should be JPGs at 72 dpi (dots per inch).
- Images should be four times as wide as they are tall.
- Preferably the image dimensions should be 400 x 100 pixels.

## Software for creating advertisements

Almost any page-layout or image-editing software capable of producing a JPG image with the specifications above will work.

A simple program that will achieve this, that is included free with every copy of Microsoft Windows, is called Paint.

1. Click **Start > All Programs > Accessories > Paint**.
2. Select **Image > Attributes**.
3. Set *Width* to 400 and *Height* to 100.
4. Select *Units* as *Pixels* and *Colors* as *Colors* (right option).
5. Click **OK**.

You can now use the various toolbar options you see at the left within the Paint program to create your ad.

When you are finished creating your ad, follow these steps:

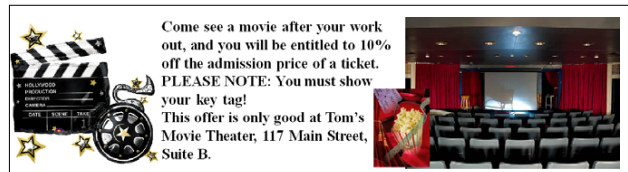
1. Select **File > Save As**.
2. Navigate to a place to save the file you will remember (for example your desktop, or your My Pictures folder).
3. Give the file a name.
4. Under *Save as type* select **JPEG** from the drop-down menu.
5. Click **Save**.

## Tips for good ad design

- Ads should be *simple*.

- Ads should contain only one or two graphics or pictures.
- Ads should contain big, bold letters, in bright colors, and not too much text.
- Ads should clearly communicate their message in 1-2 seconds.

### Example of a poorly designed ad:



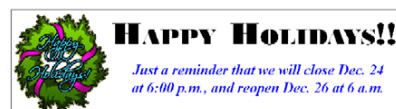
- Too many graphics/pictures
- Too much text (and therefore too small)
- Does not quickly and clearly communicate a message.

### Example of a well-designed ad:



- Only one graphic.
- Not too much text.
- Letters are big, bold, and colorful.
- Message is quickly and clearly communicated.

## Ideas for use



*Wish members happy holidays – or announce your holiday hours.*



*Announce an in-house special, program, or promotion.*



*Charge (or trade services) with a local business for ad space.*



*Give ad space to one of your members – maybe in exchange for Buddy Referrals!*