

ADDC Promotional Ads
that may be Customized for Your Club!
How to Use Them

On this webpage, there are 37 ADDC-approved ads you may customize for your club's use:

- Four that have been available for years

And, 33 new ads:

- One to thank sponsors
- Three membership recruitment ads
- Three to promote meetings
- Two general awareness ads
- Eight that highlight petroleum-based items
- Sixteen featuring energy-saver tips—eight black and white and eight color

Think about using the ads in these ways:

- Newspapers
- Magazines
- Your bulletin
- Flyers
- Industry Appreciation program
- Use the copy from the ads as a basis for broadcast Public Service Announcements
- Show potential contributors to your club the Energy Saver and Petroleum-Based Items ads as proof that you fulfill the club's mission "to enhance and foster a positive image to the global community by promoting the contributions of the petroleum, energy and allied industries..."

About the newest ads:

Customize them by adding your club's information in place of the italicized text in parenthesis and by adding your club's logo. Please do not add information other than what is allowed for in the ads and do not alter the graphics.

The ads may be sized to fit the column widths of publications in your area. The first number you see in the name of the ad is the column width, which will vary from publication to publication, and the second number is the number of inches in depth. For example, General Awareness ads are 3 columns wide by 4 inches deep. As you increase or decrease the width of the ads, the length will increase or decrease proportionately.

Each ad is available in two formats, read-only PDFs and Adobe Illustrator (ai), a commonly used graphics software. They are positioned side-by-side on this webpage. If you have Illustrator, you will be able to make the customizations yourself. If you do not have Illustrator, don't panic, there are several easy ways to have your ads customized:

- Open the PDFs, view them, and decide which ads you want customized. Give the publications with which you are working the link to this webpage, tell them to pick up the ads you want customized (each is numbered), and give them the specific customization information. They will be happy to follow this process as it saves them time and effort creating an ad from scratch. The vast majority of print publications use Illustrator. If you encounter one that does not, they will

have other software with which they can adapt Illustrator files. Have the publications email you copies of the ads in both PDF and Illustrator format for future use.

- Open the PDFs, view them, and decide which ads you want customized. Give a club member who has Illustrator the link to this webpage, tell him/her which ads you want to have customized and the specific customization information, and work together to create your ads. Have the club member email you copies of the ads in both PDF and Illustrator format.
- Open the PDFs, view them, and decide which ads you want customized. Find an advertising agency in your area that would do the customizations on a low-cost or no-cost basis in exchange for being recognized as a sponsor of your club. Give the agency the link to this webpage, tell them to pick up the ads you want customized (each is numbered), and give them the specific customization information. Have the club member email you copies of the ads in both PDF and Illustrator format.
- Subscribe to Adobe Illustrator at www.adobe.com/Illustrator on a monthly or annual basis and customize the ads yourself.

If your club does not have the budget to purchase ad space, almost all print publications are in need of “filler” ads that fill space when an advertiser has cancelled an ad, or when the layout leaves an empty space. Filler ads must be generic and not have timely information, so the ads that would best serve as fillers are the Membership Recruitment, General Awareness, Petroleum-Based Items, and Energy-Saver Tips ads. Contact your local newspaper and ask if you may provide them with several quality “filler” ads, which they would run at no cost to you. Be sure to tell them that your club is a non-profit organization.

If you purchase ad space in any print publication, ask for proofs of your ads prior to publication so that you can proofread them and check the size. Never assume that the publication will follow your instructions.
