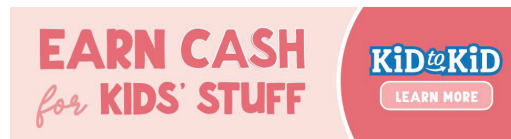


# Tips for great ads!



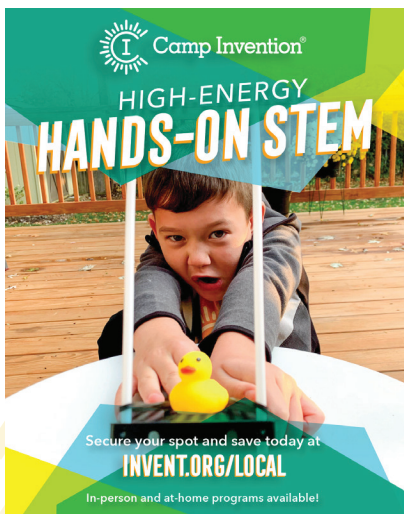
## ► WEB

- Clear call to action
- No URL on the creative  
(Your ad will be linked directly to the URL of your choice.)
- Bright colors
- Straightforward, short text



## ► PRINT

- Clear call to action
- Include contact info  
(website URL, email address and/or phone number)
- Eye-catching image/photo
- Concise text



For production-related questions, please contact [production@parentmap.com](mailto:production@parentmap.com).