

# The 5 Don'ts of Advertising

1. Don't let an expensive agency with high overhead costs, charge you for non-innovative or sloppy work.



### Advertising Agency

Scan of logo	\$ 50.00
Convert logo (pixels to vector art)	\$100.00
layout of business card (4 hours)	\$360.00
Separations of colors	\$300.00
1000 cards printed for	\$425.00
<b>Total Cost</b>	<b>\$1235.00</b>



### Sky High Productions

layout of business card (3 hours)	\$120.00
No scan charge, other charges built into layout time	
1000 cards printed digitally	\$125.00
No separations of color	
<b>Total Cost</b>	<b>\$245.00</b>

2. Don't let an in-house art department give you non-impact, unskilled, uncreative, flawed with errors or prefab stock design work for your high cost printed advertising.

*Typical Newspaper Ad Prepared by their In-House Art Department*



*Newspaper Ad Prepared by Sky High Production*



3. Don't go out of town or even state to find better design...We are located right downtown in Winchester. We have free delivery & pickup. We have the highest speed internet connection for fast delivery of large files to and from anywhere.

4. Don't think you can handle your whole design or advertising needs by yourself just because you have a layout program and computer....It takes experienced, artistic skill, an education and understanding of not only the advertising market, but every aspect of printing, creating & getting your advertising where it needs to be.

5. Don't Let Anyone Else, But Sky High Productions Handle All of Your Advertising & Commercial Needs.... We handle every form of design and advertising you could ever need. From unique ideas to getting the normal stuff done the cheapest and most proficient way.

**Our portfolio, specialties and pricing, along with hours of eye candy and creativity can be found at:**

[www.bryankfleming.com](http://www.bryankfleming.com)