

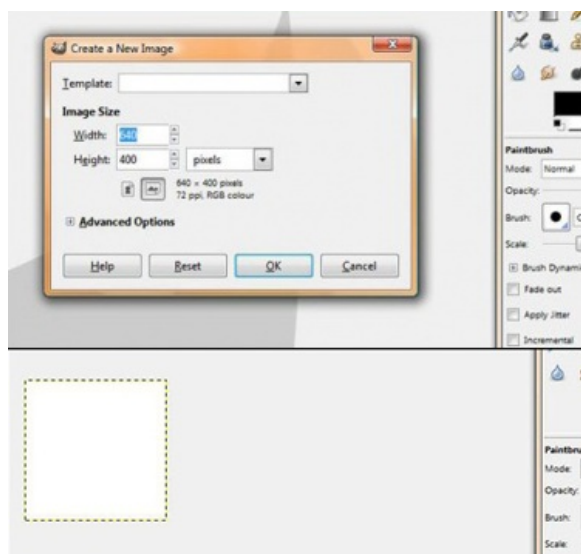
How to Create An Ad for Your Business

Create your own ad using the free photo-editing program, Gimp, and one of your own product shots.



Step 1: Download Gimp

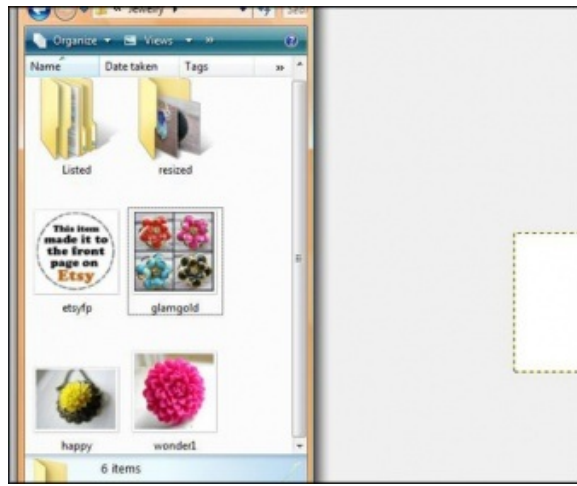
If you are not already using photo editing software (tisk, tisk) then try **Gimp**, my personal favorite, because it allows you to drop your own (or any) product photo right over your blank canvas, making image creation very quick. With Gimp, you can create a 150 by 150 pixel canvas, and you can drop in your image, which may be 500 pixels. The image is automatically given a 150 by 150 border, and all you have to do is move your image around on the canvas till it features the section of the picture that will look best in your ad.



Step 2: Size Your Photo

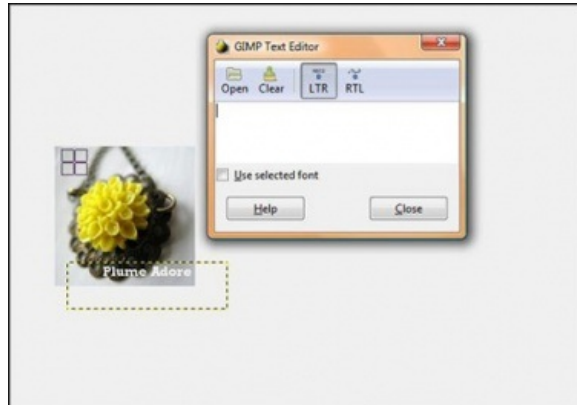
When Gimp is downloaded and opened, click on "new". You will see the option to size the ad image you are about to create. Since many blog ads are 150 pixels by 150 pixels, that's what I selected for this tutorial.

At the bottom of the photo, you'll see what your blank image (in the size you selected) will look like.



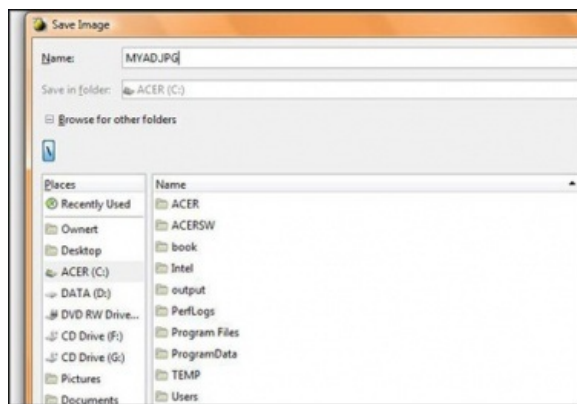
Step 3: Drag and Drop

Open your documents and find the product image you would like to use in your ad. You can also play around with graphical backgrounds and layer a smaller product photo on top, giving your ad further dimension. I found my best-selling product and dragged it right over to Gimp, which now sets the photo right into the 150x150 pixel blank canvas.



Step 4: Add Your Text

Hit the 'A' icon and add some text, such as your company name and a call to action. For my call to action, I wrote "Free Shipping" because that's a special offer I always had in shop when I sold my jewelry. Other examples of calls to action are: "Subscribe Now", "Buy Now", "Click Here", "Reserve Now" or "Best Value".



Step 5: Save Your Ad

Simply hit "Save" when you are finished and give your ad a name. I also changed the file type to .jpg for universal acceptance among blog advertising spots.



Step 6: Here's My Ad Example

Here's the example Ad that I created...hope you have fun creating yours too!