

Setting up a Ad In Microsoft Word

How to set up your page to the Correct Size

1. Open Microsoft Word
2. Choose New Document
3. Blank Page
4. Click on the Tab Layout (across the top in the middle of the screen)
5. Click on Size in the Page Set up Section (left side of the screen)
6. Click on More Page Sizes
7. On the drop down (currently it will say Letter) click Custom
8. Type in your Page Size and click OK
 - Full Page 8.5" w x 11" h
 - Half Page 5.5" h x 8.5" w
 - Quarter Page 4.25" w x 5.5" h (this can also be 5.5" w x 4.25" h)
 - Business Card 2" w x 3.5" h (this can also be 3.5" w x 2" h)
9. Click on Margins in the Page Set up Section (left side of screen)
10. Click on Custom under the drop down of Margins
11. Change all 4 margin settings to 0" (top, bottom, left, right) Click OK

How to Add Pictures to your Ad

1. Click on the Tab Insert
2. Click on the Tab under Insert labeled Pictures
3. Your Libraries of your computer will pop up and you will need to find where the picture is located on your computer and click okay.
4. Once the picture loads on the page you will see a couple of different things
 1. You will see 8 circles on the outside of the picture (3 on top and bottom and 1 on each side). This will allow you to make your photo larger or smaller by dragging the corners.
 2. You will see a circle with an arrow on it. This will allow you to rotate your picture the direction you want it.
 3. You can click on the picture and you should see a curser pop up with 4 arrows. This allows you to move the picture in a different place on the page.
 4. You will see a box that has frown with some lines through it. You can use this tool to format if your text words will go through the picture or if you would like the picture to be to the side of the text box.

Formatting the Layout of the Picture

1. Once your picture has been placed on the page you will have a new tab at the top pop up that reads Picture Tools Format.
2. Click Picture under Picture Tools Format
3. Click the Layout Tab.
4. A drop down will appear and there you can decide how you would like your picture to look on your page (Do you want the text on the picture? Choose Behind Text) (Do you want your text to be around your picture? Choose Square, Through, Tight, or Top & Bottom)

How to Add Text to your Ad

1. On the Top Tool Bar click on Insert (third tab from left)
2. Click the Tab Text Box (on the far right)
3. Choose the Option labeled Simple Text Box
4. Depending on how you decided to have your Graphic displayed on the page a text box will appear.
 1. A New Tab will appear at the top of the Page labeled Drawing Tools Format. This is where you can decide if you want your text box to have a border, etc.
5. Next you will need to decide how you want your Text box to appear on the ad. Click on the Tab across the top labeled Layout.
 1. Click on the tab labeled Wrap Text
 2. A drop down menu will appear.
 3. Choose how you would like your Text box to appear on your ad (just like you did for your photo)
6. After you have decided on Appearance/Layout of the Text box click on the Tab across the top that says Home. On the Home Tab you will be able to change your Font Size, Font Color, Bold, etc.

How to Save your Ad

1. Click on the Tab labeled File
2. A new screen will appear
3. Click on Save As
4. Your File should be Labeled as Follows
Cheerleadernamepagesizecompany
Example: DanaLashleyquarterpageExxon. Pdf
5. SAVE YOUR FILE AS A PDF (not a doc. Or word file)

Full Page ad 8.5 x 11 in Black line

Half page ad 5.5" w x 8.5" h in Orange line

Quarter Page ad 4.25" w x 5.5" h
or 5.5" w x 4.25" h Red line

Business Card Ad 3.5" w x 2" h or 2" w x 3.5" h
Blue line