

Copy Draft Format

Your name: _____

Client and product name:

Dimensions: (exact dimensions or a description, this time a full page – magazine-vertical)

Working title for ad: (often part of the headline)

VISUAL: Give a brief description of the ad’s photo or illustration.

HEADLINE: Seven words or fewer.

SUBHEAD: Subheads serve as steppingstones from headline to body copy. If you don’t need one, don’t use one and don’t include this step in your copy draft.

COPY:

Double-space your copy, including heads and subs. In the approval process, everyone wants room to comment on/edit/rewrite your draft. Make sure you have adequate margins. Make a separate copy for each person in the approval process.

You may have more than one block of copy. If so, label each block. The first block can be “COPY A” and the second block can be “COPY B,” and so forth. Multiple subheads and visuals should be labeled similarly. To avoid confusion, use letters with copy blocks and use numbers with visuals or subheads.

LOGO: A special design of the advertiser’s company or product name.

TAGLINE/SLOGAN: Often abbreviates the message strategy to a brief, repeatable, and memorable positioning statement.

MANDATORIES: e.g. © 2011 Procter & Gamble, Dove™ , American Express® (These are examples of how to include mandatory information.)