



Thank you for your interest in purchasing advertising space on the WCLCC MarketPlace! In order to make the process as simple as possible for you, we have created this "cheatsheet" containing specifications along with tips and tricks for creating your advertisement graphic.

Specifications

- Your graphic must be square
- Your graphic must be at least 200 x 200 pixels
- Your graphic must be saved in JPG, PNG or PDF format

Resources for Creating Your Graphic

Here is a list of programs and free websites that can be used to create the image in the format specified above. You may already have one or more of these programs on your computer.

- **Microsoft Office Word, Publisher or PowerPoint**
Any of these three applications will allow you to create a square text box to add your content. You can then format it with the many fonts, colors and drawing tools included in these programs. When you are finished, you can save your document as a PDF file and upload it with your listing. (You can also email it to market@wclatinochamber.org)



TIP: You can download a free Word template to get started at:
www.wclatinochamber.org/market-templates

- **Microsoft Live**
If you don't have Microsoft Office on your computer, you can still take advantage of the free tools available on <http://live.microsoft.com>. All you need is a free Hotmail, MSN or Outlook email account in order to log in and access OneDrive. From there, you can create a new Word, Publisher or PowerPoint document to design your square text box. When finished, save it as a PDF document to send to the MarketPlace.
- **Paint.net**
This is a free graphics program that you can download and install on your computer from www.getpaint.net. It works similarly to Adobe Photoshop and will enable you to create a square image, add layers for text, logos, etc. When finished, save the image as a JPG or PNG file to upload or email to the MarketPlace.
- **Canva.com**
This is a free online image generator that makes it simple to create images for your Facebook, Twitter and Instagram accounts. Since the Facebook Profile Photo option creates a square image, you can also use it to create your advertisement for the WCLCC MarketPlace. The website contains hundreds of free layouts along with premium versions that can be downloaded for \$1 so it is a very affordable way to create multiple images for your listing. To get started, go to www.canva.com and sign up for a free account.

If none of these options appeal to you, or it all just seems too overwhelming, you can hire Kim Floyd, our webmaster who built and now maintains the WCLCC website. Contact Kim at 970-417-4536 or kim@aspenglowservices.com for help in creating your advertisement. Active WCLCC members receive a 15% discount on all work Kim does for you.