# How to use Cloud OS Go-to-Market print ads

The files in this folder are templates for print ads. You can customize these templates with your company name, contact information, and logo for use in online advertising campaigns.

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| Generate the  print ad | 1. Open the original Illustrator (.ai) document. 2. To edit your website and phone number, simply double-click on the dummy text to enter in your information. 3. To place your logo into the document, go to *File* and select *Place*. Select your logo image and click *Place*. Place your logo image by clicking once in the area desired. 4. Scale and resize from a corner while holding down *SHIFT* to keep the original dimensions of the logo image. 5. Select and move the logo image to where it says *“Partner Logo here.”* Adjust accordingly, using the area guidelines. Delete the area guidelines by selecting them directly and pressing *Delete*. Or, you can also go to the *Layers* window, select the folder *PARTNER LOGO HERE*, click on the trash icon on the bottom right corner to delete this selection. 6. Press *CTRL+S* to save this .ai document. 7. Go to *File*, then select *Save As* to save a PDF version of this .ai document. |
| Purchase print advertising | 1. We recommend you use an agency or ad buyer to ensure that you: 2. Reach the *right* audience for your business and for the campaign. 3. Get the best coverage and pricing. 4. Receive analytics and reports on ad performance, and optimize to improve effectiveness and reach. 5. Collect analytics and reports that you can use for proof of execution to obtain a final installment (if you were provided with Microsoft marketing funds). 6. Below are articles that can help you navigate online ad purchasing: 7. [How to Make Your First Advertising Buy](http://www.inc.com/guides/2010/04/first-advertising-campaign.html) 8. [Print’s Not Dead: Print Marketing Will Thrive in 2014 and Beyond](http://www.marketingprofs.com/articles/2014/24084/print-marketing-will-thrive-in-2014-and-beyond) 9. [Integrate Social Media With Print Advertising to Boost Your Marketing](http://www.entrepreneur.com/article/241233) |