

Timeframes and responsibilities

- All ads must be reviewed by MDT public involvement staff prior to publication. Ideally, draft display ads should be submitted to public involvement staff for review at least 6 weeks prior to meeting date. This allows for review time and also sufficient lead time to ensure the first display ad is published a month prior to the meeting date.
- All public involvement activities must be coordinated directly through the MDT consultant manager assigned to the project.

Tips and guidelines

- The display ad template is created in a Microsoft Word table.
- The table is set to 5.75 inches wide, which is the standard 3-column width for larger circulation newspapers.
 - Check the specific newspaper's column width at <http://www.mtnewspapers.com/members/> or by contacting the newspaper directly.
- Keep ads as tight as possible to reduce the size. Ads are accepted in 0.5-inch increments. Tips for lengthening/shortening an ad:
 - Adjust the amount of space before and after each paragraph.*
On the menu in Microsoft Word, select >Format>Paragraph>Space before/after.
 - Change the font size.*
Remember: anything smaller than 10.5 points is hard for older eyes to read. Anything bigger than 12 points is going to take up more space than may be necessary.
 - Add or delete a sub-heading*
 - Increase/decrease the white space along the perimeter of the table.*
On the menu in Microsoft Word, select >Table>Properties>Cell>Options>change cell margins.
- Be creative with the headings to draw readers in.
- The contact person in the last paragraph for those needing special accommodations is usually the person making the meeting arrangements. Assistance is available from public involvement and MDT civil rights staff in accommodating requests. Call (406) 444-9415 or 444-6331 for assistance.
- Once the ad is finalized in Word, it needs to be converted into PDF prior to submission to the newspaper/s. MDT public involvement staff can perform the conversion if necessary.