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THE SCOUT GUIDE®

CREATING YOUR  
*SPREAD*

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BURN



# THE *PROCESS*

## THE CREATIVE MEETING

TSG readers crave good stories and shy from sales pitches. Therefore, the goal of the creative meeting is to help you develop a story for your spread that will convey what makes your business unique and resonate with readers. Here's how to have a successful meeting:

- Talk to your TSG editor about what will be the most effective creative approach for your advertisement
- Browse previously published TSG spreads for inspiration
- Think about how to visually capture what your business is known for
- Clarify and simplify your goal for running a spread



## THE PHOTO SHOOT

The most successful TSG spread consists of clean and simple imagery driven by a strong story. Prior to and during the photo shoot, your editor will collaborate with you to:

- Schedule your photo shoot for a time when you can focus and enjoy the experience
- Find an ideal location that evokes an emotional response from the reader and relates locally
- Seek out a setting with a good source of quality natural light
- Prepare the set or location so it appears clean and well-curated, and corresponds with your vision and goal
- Remove or conceal mundane items that don't contribute to the spread or would otherwise be distracting
- Arrange hair and makeup services and color coordinate your wardrobe with the setting
- Review your images with your photographer at the shoot



# THE *PROCESS*

## DESIGN & PRODUCTION

Your editor works closely with the TSG design team to produce striking and effective spreads in accordance with TSG brand standards that will entice readers to learn more about your business. The following steps can help ensure a smooth design and production process:

- Help your editor fill out the Creative Meeting Form as completely as possible
- Simplify your text—remember that less is more
- Provide pertinent information, including your business name, phone number, address, website, business hours, and a quote/tagline/etc.
- Work with your editor to select final photography, and discuss any post-production editing requests
- Send your logo in .eps or .ai format to your editor
- Review completed spreads carefully
- Submit all of your requested revisions together in one communication to avoid excessive iterations

## PHOTOGRAPHY RIGHTS

If you wish to use a photograph from your TSG spread for outside advertising, whether on your website, in your store, in print, or in a digital advertisement, the “As seen in The Scout Guide” credit must be incorporated. Your editor can help you acquire the necessary graphics.







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