My company Parrish Business Services, LLC, dba Dallas Diversity 24/7, is purchasing an ad for the souvenir booklet of the African American Museum of Dallas's July 29th Texas Black Invitational Rodeo. What language do you suggest I use on the 1/2 page ad?

For your 1/2-page ad in the souvenir booklet of the African American Museum of Dallas's Texas Black Invitational Rodeo, it's essential to create a message that reflects the spirit of the event while promoting your company, Parrish Business Services, LLC, dba Dallas Diversity 24/7.

Here's a suggested language for your ad:

"Join Parrish Business Services, LLC, dba Dallas Diversity 24/7, in celebrating the rich heritage and remarkable talent at the Texas Black Invitational Rodeo!

As advocates for diversity and inclusivity, we proudly support this incredible event that embraces African American culture and honors the achievements of our community. The rodeo showcases the unique and storied history of Texas, blending the excitement of rodeo traditions with the vibrant spirit of our diverse population.

At Parrish Business Services, LLC, we believe in fostering an inclusive society where everyone's voice is heard and celebrated. As a trusted partner, we provide comprehensive business solutions to empower organizations, ensuring diversity is not just a goal but a reality.

Visit [www.dallasdiversity247.com](http://www.dallasdiversity247.com) and [www.dallasdiversitylearning.com](http://www.dallasdiversitylearning.com) to discover how we can help your business thrive in today's diverse market. From strategic consulting to innovative marketing solutions, our team is dedicated to driving success while championing diversity every step of the way.

Let's ride the waves of progress, unity, and prosperity together. Join us at the Texas Black Invitational Rodeo on July 29th and experience the power of diversity in action!

Parrish Business Services, LLC dba Dallas Diversity 24/7 [www.dallasdiversity247.com](http://www.dallasdiversity247.com/)"

When selecting graphics or images for your ad, it's essential to choose visuals that resonate with the audience and align with the Texas Black Invitational Rodeo theme. Here are some suggestions:

1. A diverse group of people: Showcase a vibrant and diverse group of individuals representing different ethnicities, cultures, and age groups to emphasize the inclusive nature of your company and the event.
2. Rodeo elements: Include rodeo images, such as a cowboy on a bucking bronco, a lasso in action, or a horseback rider performing impressive maneuvers. These visuals will help capture the excitement and essence of the rodeo.
3. African American heritage: Incorporate imagery that reflects African American culture and history, such as traditional African patterns, colors, or symbols. This will serve as a reminder of the event's focus on celebrating African American heritage.
4. Company logo: Display your company logo prominently in the ad to reinforce your brand and make it easily recognizable to the audience.
5. Collaboration and unity: Depict images that symbolize collaboration, harmony, and teamwork. This could include people joining hands, diverse individuals supporting each other, or a team working together towards a common goal.

Remember to ensure that your graphics and images are visually appealing, high-quality, and relevant to the event and your company's values. Consider consulting with a graphic designer or marketing specialist to create a visually striking ad that effectively communicates your message.

To ensure your 5 x 7 ad is print-ready, here are some specific guidelines to follow:

1. Bleed: If your ad design includes any elements that extend to the edge of the page (such as background colors or images), make sure to have a bleed. A bleed is an extra design area that extends beyond the final trim size. Typically, a bleed of 0.125 inches (or 3 mm) is required for print-ready files on all sides. This means your ad file size should be 5.25 x 7.25 inches.
2. Resolution: Ensure that all images and graphics in your ad have a high resolution (at least 300 dots per inch or DPI). This ensures that the printed output is sharp and clear.
3. Color mode: Set your document color mode to CMYK (Cyan, Magenta, Yellow, Black), the standard color mode for printing. Avoid using RGB color mode, which is more suitable for digital displays.
4. Fonts: Embed or outline all the fonts used in your ad. This ensures that the text appears correctly even if the printer hasn't installed specific fonts.
5. File format: Preferred print-ready ad formats are PDF (Portable Document Format) or high-quality JPEG. Check the requirements of the printing company or publication where you will submit the ad to ensure you meet their specific file format preferences.
6. Safe zone: Keep important text and elements within a secure location to prevent trimming during printing. This safe zone is typically about 0.25 inches (or 6 mm) from the trim edge.