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Wednesday Morning

Fax

from

The Castle Press

Copy Quiz

Indiana copy consultant Deborah S. Ramstorf asks 9 questions that she says show how well you know direct-mail advertising copy.

- **What percentage of your copy should be composed of words of five or fewer letters?**
 - a. 80%
 - b. 90%
 - c. 50%
 - d. 40%

Eight out of 10 words of your copy, Ramstorf says, should consist of five or fewer letters.

- **You should write your copy for which grade level?**
 - a. 4th
 - b. 6th
 - c. 8th
 - d. 10th

Ramstorf advises you to write for the sixth-grade level.

- **Your sentence length should be**
 - a. As long as you need
 - b. 10-15 words
 - c. 15-20 words
 - d. 20-25 words

Sentence length should average 15-20 words, Ramstorf advises.

- **For every "I" or "we" in your copy, how many times should you use "you" or "yours?"**
 - a. 1
 - b. 4
 - c. 6
 - d. 8

"You cannot use 'you' too often," Ramstorf urges.

The \$13 billion+ that Mexicans send home from the U.S. every year now surpasses tourism and oil as Mexico's largest income source, The New York Times reports.

- **Aim for a max headline length of**
 - a. As long as you need
 - b. 5 words
 - c. 7 words
 - d. 10 words

Shoot for a top headline length of seven words, according to Ramstorf.

- **Aim for paragraph length of at most**
 - a. 6 lines
 - b. 8 lines
 - c. 10 lines
 - d. 15 lines

No paragraph should go beyond six lines, Ramstorf says.

- **Your first and last sentences should consist of a maximum of ___ words?**
 - a. 5
 - b. 8
 - c. 10
 - d. 15

Your first and last sentences should be 15 words or fewer.

- **How many bullets are best for a bulleted list?**

- a. 1 or 2
- b. 2 or 4
- c. 3 or 5
- d. 6+

Lists of three or five items work best.

- **The most powerful word in direct mail is**

- a. New
- b. Attention
- c. Free
- d. Urgent

"While you may get tired of using it," your reader seems never to tire of seeing "Free."

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1222 North Fair Oaks Avenue
Pasadena, California 91103
1-800-794-0858
www.castlepress.com