

with what looks like two different ads—or three different ads! If you use a reverse panel that goes from left to right across the ad, leave a little white space around it. This keeps the panel in the ad instead of breaking it in half. See Figure 52 for some examples.

Figure 52 REVERSE TYPE. Some reverses can cut your ad in half—or in thirds—or worse.

**Free Help for
Depression**
Free Screening
Free Study Medication
Free Follow Up Care
Call 201-123-4567

Do you feel sad, hopeless or not like yourself?
 Have you lost your energy or interest in things?
 Have your eating or sleeping patterns changed?

If this sounds like you or someone you know, you may be suffering from depression. For information about a

FREE Research Program at
 THE BERKE PSYCHIATRY RESEARCH INSTITUTE
 call us in Teaneck, NJ at 201-123-4567

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Sara Anita Brook, Director

Figure 52 Continued

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