

Short copy for banner ads and email blasts

Each of these assignments had tight character-count requirements for headline and body. I provided numerous versions to each client to allow them a choice each time: submission drafts are attached beneath the ads.



Get ready for spring adventure at the Buffalo River

Buffalo River Outfitters has everything you need to run free in the Ozarks from your base in our log cabins.

[MORE](#)



Thrills, smiles and views for miles on your helicopter tour

See Crystal Bridges, Beaver Lake, University of Arkansas and more with your sky-high helicopter adventure from FlyARH!

[MORE](#)



FOR BIKES OF ALL KINDS

Check out Conway's many rides on roads, trail or gravel that have earned the designation of Bicycle-Friendly Community!

[LEARN MORE](#)



ENDLESS DINING OPTIONS

Conway's huge variety of restaurants offers everything from Asian noodles to Cajun seafood, plus great coffee and dessert.

[LEARN MORE](#)

Fly ARH

Job number: 041367

MARCH e-newsletter Arkansas Tourism

Rosslyn for Emilie

Due: 2/9/2021

Submitted: 2/9/2021

Headline (59 characters max)

Body (115 characters max)

DISCOVER BREATHTAKING VIEWS OF THE OZARKS BY HELICOPTER
THRILLS, SMILES & VIEWS FOR MILES ON YOUR HELICOPTER TOUR
DISCOVER OZARK SPLENDOR FROM THE AIR WITH A HELICOPTER TOUR
FIND SKY-HIGH ADVENTURE ON YOUR OZARK HELICOPTER TOUR
OZARK VIEWS AND AIRBORNE THRILLS ON YOUR HELICOPTER TOUR

Surprise your loved one with a unique gift when you climb aboard a Fly ARH helicopter and fly to dinner in style!

[MORE](#)

See Crystal Bridges, Beaver Lake, Fayetteville, and more with your sky-high helicopter adventure from FlyARH!

[MORE](#)

Celebrate your special occasion with the ultimate thrill when you rise high over lakes and cities with FlyARH!

[MORE](#)

BRO MARCH E-NEWSLETTER ARCO

Job number: 041163

Buffalo River Outfitters

Focus on spring adventure: cabins, floating, fishing, hiking

Title up to 59 characters

Body text up to 115 characters

Deadline: 2/3/21

Submitted: 2/2/21

Headline Choices 1 (59 characters max)

LAUNCH YOUR SPRING ADVENTURE WITH FLOATING, HIKING, FISHING

JUMP INTO SPRING ADVENTURE WITH FLOATING, HIKING, FISHING

Body (115 characters max)

Buffalo River Outfitters has everything you need to run free in the Ozarks from your base in our log cabins.

Run wild and free in the stunning Ozarks from your base in comfortable log cabins at Buffalo River Outfitters.

Headline Choices 2

SPRING INTO ADVENTURE IN THE SCENIC OZARK MOUNTAINS

GET READY FOR SPRING ADVENTURE AT THE BUFFALO RIVER

SPRING INTO ADVENTURE ON THE BUFFALO RIVER

Body

For floating the waters, hiking the bluffs, or hooking a big one, we can set you up at Buffalo River Outfitters.

Come on in—the water's great for floating in spring! We'll set you up and shuttle you at Buffalo River Outfitters.