Sales & Promotion: How to Create a Print Ad

Utilizing the green Marketing Essentials book, complete the following.

1. To advertise a product or service, a company must plan a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. What is an advertising campaign?
3. What are the steps involved in creating a campaign?
4. What are advertising agencies and what do they do?
5. What are the four key elements (list element, definition and example) of a print ad?

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| Element & Definition | Example |
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1. Tips for writing an effective headline?

1. Tips for writing copy?

1. Tips for picking illustrations?
2. What is an ad layout?
3. Identify as many tips for developing effective ad layouts as possible.
4. Now, create an ad layout to promote the upcoming Game of the Week this Friday, Sept. 18 at 7:00 p.m. We will be playing Upson Lee. If students take a picture at the game and tag @northsidepats, they have a chance to win a $40 gift card to Robin’s Nest Boutique.