

Advertising Campaign Print Advertisement

Element	Requirements	Points Available	Points Earned
Headline	Clever	10	
	No more than 7 words		
	Easy to read		
Sub-headline	Related to headline	10	
	Leads into copy		
Copy	5 sentences – all with a fact and a benefit	15	
	Location on ad facilitates ease of reading		
	Related to headline/sub-headline		
Illustration	Attracts reader's attention	15	
	Related to product/business		
	Related to headline/sub-headline		
Logo/Slogan	Is the logo easily recognized?	15	
	Is the slogan easily recognized?		
Incentive	Is the offer realistic?	10	
	Is the information easy to understand?		
	Is the offer easy to participate in?		
	Are directions for the offer given, if necessary?		
Overall Appearance	Neatness	25	
	Creativity		
	Placement of Information		
	Spelling		
	Quantity of White Space		
	Readability		
	Appropriate for Target Market		
TOTAL POINTS		100	