

SECTION 3 • PROJECT 10

Name _____ Estimated Finish _____
Course _____ Date Finished _____
Date Assigned _____ Evaluation _____

ELEMENTS OF AN ADVERTISEMENT

A good advertisement should contain five major elements: headline, copy, illustration, price, and business identification. The headline should make the customer want to know more. Some advertisement headlines are the slogans of the company or product advertised. The copy is the selling message of the advertisement. The copy should create customer desire to own the merchandise or have the service. The illustration should attract customer attention and create interest and give the customer some idea of what the merchandise or service is like. The price permits comparison of value and may indicate quality. The business signature or logotype is a distinctive identification symbol that is intended to be recognized by the public. It is a trademark for the firm.

Find the headline, copy, illustration, price, and logotype for each of the four advertisements that follow. Circle the headline and mark it "headline" in the open space around the advertisement. Circle and mark each of the other elements of each ad in a similar manner. Notice that advertisement B does not include an illustration; the reason for not including the illustration in an ad such as this one is discussed in Section 4.

ADVERTISEMENT A

SCORE!
WITH A SANDLOT FOOTBALL JERSEY

Numbered football jerseys, 100% cotton, full length or short sleeves, numbers from 0 to 99. Choice of six number colors on white, red, yellow, or blue. Great for casual wear or that team look-alike. Sizes S, M, L, XL.

\$10.98 short sleeves
\$11.98 full length
(Discounts for team purchases)



SANDLOT SPORTS SHOP
Pepper Avenue and Blue Street
555-0456

ADVERTISEMENT B

HEATING OIL
High Grade No. 2

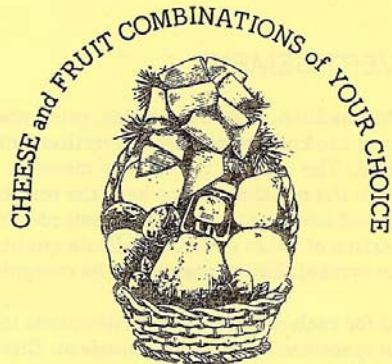
88¢ GAL.

Save! Why Pay More?

CEDAR HILL OIL
555-5729

ADVERTISEMENT C

A FABULOUS GIFT
THAT TASTES GREAT!



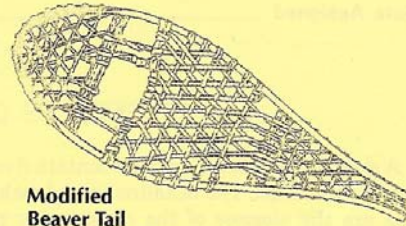
\$10.50 to \$25.50
We Package and Ship

The Fruit Basket

Open Daily 9 to 9
2468 Apple Avenue SW
555-8888

ADVERTISEMENT D

MAKE TRACKS ANYWHERE



**Modified
Beaver Tail**

Snowshoes—A compact snowshoe which backpacks easily and works well on slopes, in brush, and on the trail. Wooden frame with neoprene lacing.
Wt. 3 lb., 13" x 36"

TENT AND TARP 999 Willow St.

Hours—9-6 Daily/Call 555-1234

Select two printed advertisements (larger than the ones given here) from newspapers or magazines and identify the five major ad elements in each. On a separate sheet of paper, answer the question, "Is it easier or more difficult to identify the major ad elements in larger advertisements, such as full-page newspaper ads?"

Select two radio advertisements and two television advertisements from a local radio and television station. On a separate sheet of paper, describe the elements of an advertisement that were included in the ads.