

## Standard 3.2 - The World of Print, Outdoor & Transit Advertising

Use the powerpoint to fill in the missing words

### Print Media

\_\_\_\_\_ Format: Flyers, brochures, direct mail, postcards, programs

\_\_\_\_\_ Format: Billboards, vehicle/bus wraps, building faces, stadium signage

Fill in the missing blanks

Newspapers	Local; targets customers in home town
	Regional or national; large specific audience
	Personalized message; may be considered "junk mail"
Outdoor Advertising	Geographically selected audience; short message
	Geographically selected audience; short message; aimed at travelers
Stadium Signage	Seen by people at an event and television viewers; often used by sponsors

### Print Media Vocabulary

**Headline** – the phrase or sentence that

\_\_\_\_\_

\_\_\_\_\_

**Illustration** – the graphic (photograph drawing) element used in an advertisement

Name \_\_\_\_\_

Period \_\_\_\_\_

\_\_\_\_\_ – the selling message of a written advertisement, should appeal to senses

**Layout** - a plan or sketch of

\_\_\_\_\_

\_\_\_\_\_

**White Space** - the unprinted area of a piece of printing, blank space of a poster or newspaper page.

**Proof** - a trial sample, \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ – an announcement that is sent by a business or organization to media outlets promoting event.

**Signature** – \_\_\_\_\_

\_\_\_\_\_

**Resolution** - the degree of sharpness of a computer-generated image as measured by the number of dots per inch on a print or the number of pixels across and down on a display screen.

\_\_\_\_\_ - a flat surface or board, usually outdoors, on which large advertisements or notices are posted.



Name \_\_\_\_\_

Period \_\_\_\_\_

See if you can identify the elements in this ad?

Draw Arrows to matching elements

Illustrations –

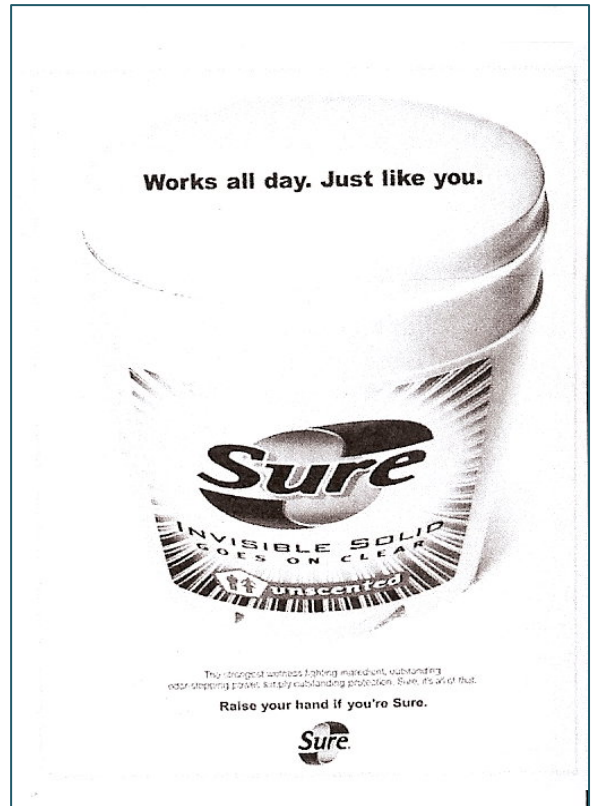
White Space -

Headline –

Copy –

Slogan –

Signature



Name \_\_\_\_\_

Period \_\_\_\_\_

**Sample Outdoor Advertising:**

Why is use of color, font size and placement important? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What techniques are used to attract attention?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Why Is it important to coordinate elements in advertising?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**News Release**

**Send out to newspaper, TV & radio organizations to publicize**

**Release should include:**

- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- \_\_\_\_\_
- ✓ \_\_\_\_\_
- \_\_\_\_\_