Chapter 20 Print Advertisements

Section 20.2 Advertising Layout

Section Outline with Content and Academic Vocabulary

Section Outline

Print Advertising Layouts

Components of Effective Ad Layouts

Types of Advertising Layouts

Colors in Print Advertisements

Typefaces for Print Advertisements

Type Sizes for Print Ads

Checking Advertising Proofs

Content Vocabulary

ad layout A sketch that shows the general arrangement and appearance of a finished ad. (p. 477)

advertising proof A presentation of an ad that shows exactly how it will appear in print. (p. 481)

Academic Vocabulary

technique A method of doing something using a special skill. (p. 478)

emphasis Special importance or attention that is given to one thing. (p. 480)