

# Chapter 20 Print Advertisements

## Section 20.2 Advertising Layout

### Review Key Concepts

1. Create a Z layout by placing the most dominant item (typically the headline) on top of the Z. Then place copy and illustrations on the diagonal line of the Z, and your signature and call to action at the bottom of the Z in the right corner.
2. The size of the typeface should be distinctive, yet appropriate for the business and target audience.
3. When checking an advertising proof, you should make sure all prices are accurate and that all brand names and company names are spelled correctly. In addition, the following should be considered: The ad should be bold enough to stand out on a page, even if it is placed next to other ads. The overall layout should look clean and uncluttered and should guide the reader through the copy. The typefaces and type sizes should be easy to read and help to emphasize the message. The signature should be apparent and distinctive. The intended message and image projected must be appropriate for the target audience.

### Practice Academics

#### English Language Arts

4. Students must identify one of the top advertising campaigns. The completed one-page report should list the company, name of the campaign, the year or years that the campaign ran and describe the company, its headquarters, current products, and number of employees using proper grammar, punctuation, and spelling.

#### Mathematics

5. 550 ( $55,000 \times .01$ )