**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Advertising Brochure**

**Task:** Design a brochure that could be distributed to potential advertisers that:

* Details rates for advertisements;
* Includes possible advertising packages;
* Incorporates several persuasive techniques;
* Explains key details about the media organization through strong branding techniques;
* Promotes incentives for advertisers to invest with the organization.

You may focus on business ads or recognition ads.

**Process:**

1. Decide what type of ad you will focus on:

 Business

 Recognition

2. Consider the audience for this type of ad, and answer the following questions:

* Who would be buying this type of ad? List as many types of people as possible.
* How much would they be willing to pay for this type of ad?
* Who in your audience would be interested in seeing this type of ad?
* Does the potential advertiser have any other way of reaching the audience?
* What kind of incentives can be offered to encourage the advertisers to advertise with you?

3. Determine what size ads you would like to sell and how much they will cost. Draw the relative sizes in the box to the right and list the prices in the space below.

4. Are there appropriate advertising packages that would work for this audience? Describe several of these possible packages.

5. What details about your publication do you want the potential advertisers to know? Describe them in the space below.

6. Create your brochure, based on the requirements at the beginning of this assignment sheet. See the rubric for how you will be graded.