

Create and Design a Newspaper Advertisement



OBJECTIVE:

To create a newspaper advertisement



PROJECT OVERVIEW:

There's one old adage that always proves true—advertising works! To reach consumers, it is essential for businesses to promote their products and services through advertising, and for companies to be effective, their message needs to stand out from the competition. With millions of readers each day, newspapers are prime real estate for advertisers. Mixed within the pages of newspapers, you'll find strategically placed ads everywhere. The primary goal of advertising is to motivate the target audience to become customers. In this project, you will use your desktop publishing software to create and design a newspaper advertisement.



GET TO KNOW WHAT YOU'RE DESIGNING:

The objective of all advertising is to attract attention with the ultimate goal of making every potential customer respond as intended. Newspapers are a particularly effective mode of advertising because their audience is often vast and diverse. They use distinct forms of promoting business, including coupons and sales announcements. Components of an ideal newspaper business ad include an attention-grabbing headline, stimulating graphics, interesting copy that informs, and, perhaps most important of all, a successful "call to action," which prompts a reader to react as intended.



STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. Obtain several local and/or regional newspapers and browse through them noting the different design strategies advertisers use to grab the attention of consumers. Use the ads as a guide when creating your own.
2. Determine who the target audience (the specific group of potential customers) of your advertisement will be.
3. Use a maximum of two fonts in your newspaper advertisement.
4. Consider using discounts, coupons, or other special premiums to enhance the appeal of your advertisement.
5. Newspaper advertisers have less than two seconds to get readers to look at their ads. Given this, try to create a headline that makes readers "stop in their tracks."
6. Use a strong, easy-to-read font for the ad's headline.
7. Minimize the number of graphics used in the advertisement. Too many graphics will make your ad look cluttered making it difficult for the reader to understand its message.
8. Carefully read through all parts included in this project. Before beginning any work on your computer, use a blank sheet of paper to sketch the layout and design of the document you will be creating.

Project #14: Create and Design a Newspaper Advertisement (continued)



INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the file as **"Newspaper Ad"** to the "Publish It!" folder.
3. Set up your document using the "Page Setup Instructions" provided on the next page.
4. Complete the "Content and Design Steps to Follow" provided below.
5. Proofread your work carefully for accuracy, design, and format.
6. Resave the file.
7. Print a copy of the document. Refer to the "Suggested Printing and Finishing Instructions" provided below.



CONTENT AND DESIGN STEPS TO FOLLOW:

1. Think of a product or service to advertise in a newspaper.
2. Include the following in your newspaper ad:
 - A headline (and sub-headline, if necessary)
 - One or more graphic image(s) that help illustrate the headline of the ad
 - A graphic image of the product or service being advertised
 - A bulleted list of features and highlights of the product or service
 - Information about how an interested reader can purchase the product or service
Examples: address, Web site address, phone number
 - A special offer that entices the reader to purchase the product or service
3. Add additional text and/or graphic elements to help enhance the look and design of the document.
4. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.
5. Go to Step 5 in the "Instructions" provided above.



SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

1. After printing, use scissors to trim the newspaper ad.
2. Use glue or tape to adhere the newspaper ad to an actual newspaper page.

Project #14: Create and Design a Newspaper Advertisement (continued)



PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
- Dimensions:** 8.5 x 11 inches
- Margins:** .5 inches on all sides
- Orientation:** Portrait
- Other:** Using the rectangle tool, draw a rectangle 6 inches wide by 10 inches tall, giving it a 1 pt. border. Center the rectangle vertically and horizontally on the page. Place the contents of your newspaper advertisement within this rectangle.

