Chapter 20
print advertisements

Section 20.1
Elements of Advertising

Section 20.2
Advertising Layout
ANALYZE  Compare print ads from a recent newspaper of magazine. What are key elements they share?
OBJECTIVES

• Discuss how advertising campaigns are developed.

• Explain the role of an advertising agency.

• Identify the main components of print advertisements.
Successful advertising campaigns include essential elements to help sell goods and services.
VOCABULARY

- advertising campaign
- advertising agencies
- logotype
- headline
- copy
- illustration
- clip art
- signature
- slogan
Components of a Print Ad

1. Headline
2.
3.
4.
Components of a Print Ad

1. Headline
2. Copy
3. Illustration
4. Signature
The Advertising Campaign

Planning an Integrated Advertising Campaign

1. Identify the target audience
2. Determine objectives
3. Establish the budget
4. Develop the message
5. Select the media
6. Evaluate the campaign

advertising campaign
A group of advertisements, commercials, and related promotional materials and activities that are designed as part of a coordinated advertising plan to meet the specific goals of a company.
What is an advertising agency?

advertising agency
An independent business that specializes in developing ad campaigns and crafting the ads for clients.
Describe the Different Types of Advertising Agencies

- Full-service
- Limited-service
- Creative Boutique
- Virtual
- Project Team
Describe the Different Types of Advertising Agencies

- **Full-service**
  - Handle all aspects of an advertising campaign

- **Limited-service**
  - Specialize in one aspect of an advertising campaign

- **Creative Boutique**
  - Advertiser develops message and copy but outsources design and production

- **Virtual**
  - One individual coordinates the work of a network of freelancers

- **Project Team**
  - Provide research, copywriting, creative execution, and media placement without overhead of larger agency
The Advertising Campaign

New Models for Advertising Agencies

- Creative Boutiques
- Project Team Agencies
- Virtual Agencies
Developing Print Advertisements

What is a **logotype**?

**logotype**
A graphic symbol for a company, brand, or organization; logo.
Developing Print Advertisements

Elements of Print Advertisements

**Headline**

*headline*

The phrase or sentence in an advertisement that captures the readers’ attention, generates interest, and entices them to read the rest of the ad.
Developing Print Advertisements

Elements of Print Advertisements

**Headline**

**Copy**

*copy*

The selling message of a written advertisement.
Developing Print Advertisements

Elements of Print Advertisements

- **Headline**
- **Copy**
- **Illustration**
- **Clip Art**

**Illustration**
The photograph, drawing, or other graphic element that is used in an advertisement.

**Clip Art**
Inexpensive or free images, stock drawings, and photographs.
Developing Print Advertisements

Elements of Print Advertisements

- **Headline**
- **Copy**
- **Illustration**
- **Signature**
- **Clip Art**
- **Slogan**

**signature**
The name of the advertiser or logotype that is the distinctive identification symbol for a business.

**slogan**
A catchy phrase or words that identify a product or company.
Developing Print Advertisements

Five Literary Devices

- [Blank]
- [Blank]
- [Blank]
- [Blank]
- [Blank]
Developing Print Advertisements

Five Literary Devices

- Alliteration
- Play on words
- Paradox
- Pun
- Rhyme
1. Explain why a headline is an important part of a print ad.

   The headline captures the readers’ attention, arouses their interest, and entices them to read the rest of the ad.
2. **Describe** what illustrations should show about a product.

Illustrations should transmit a message that would be difficult to communicate with words alone. It could show the product, how it works, safety features, or its benefits.
3. **Generate** a slogan for a product you use and explain the literary device you used.

Slogans will vary but should use one of the following literary devices: alliteration, paradox, rhyme, pun, or play on words.
Before You Read

PREDICT How might the use of color in a print ad affect a viewer’s reaction?
OBJECTIVES

• Explain the principles of preparing an ad layout.

• List advantages and disadvantages of using color in advertising.

• Describe how typefaces and sizes add variety and emphasis to print advertisements.
Advertisers must understand effective design principles when developing ad layouts in order to quickly attract the attention of a targeted audience.
VOCABULARY

- ad layout
- advertising proof
Tips for Developing Effective Ad Layouts

1. Leave white (unused) space.

2. 

3. 

4. 

Tips for Developing Effective Ad Layouts

1. Leave white (unused) space.
2. Make illustrations large enough to grab attention.
3. Color is more realistic and visually appealing.
4. Employ distinctive and appropriate type faces and sizes.
Print Advertising Layouts

Sources for Ad Layout Services

- Newspaper Salespeople
- Magazine Representatives
- Advertising Agency Personnel

ad layout
A sketch that shows the general arrangement and appearance of a finished ad.
Print Advertising Layouts

Facts About the Elements of Advertisements

- Elements of Advertisements
  - Layout
  - Color
  - Typeface
  - Type Size
Print Advertising Layouts

Facts About the Elements of Advertisements

- **Elements of Advertisements**
  - **Layout**
    - Single-visual
    - Top-heavy
    - Illustrated
    - Ogilvy
    - Z
  - **Color**
    - More realistic
    - Visually appealing
    - Add readership
  - **Typeface**
    - Large, bold for shouting
    - Small, light for whispering
  - **Type Size**
    - Serif
    - Sans serif
    - Adds variety and emphasis
Print Advertising Layouts

Most advertising proofs are developed and delivered in a digital format.

advertising proof
A presentation of an ad that shows exactly how it will appear in print.
Print Advertising Layouts

Criteria an advertiser should use in reviewing and checking advertising proofs.

Criteria for Checking Advertising Proofs:

- [ ]
- [ ]
- [ ]
- [ ]
Criteria an advertiser should use in reviewing and checking advertising proofs.

**Criteria for Checking Advertising Proofs**

- Ad should be bold enough to stand out on a page, even if placed next to other ads.
- Overall layout looks clean and uncluttered and should guide the reader through the copy.
- Typefaces and type sizes should be easy to read and help to emphasize the message.
- Signature should be apparent and distinctive.
- Intended message and image projected must be appropriate for the target audience.
1. **Explain** how to create a focal point and eye movement using a Z ad layout.

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. **Describe** how to select the size and type of a typeface.

The size of the typeface should be distinctive, yet appropriate for the business and target audience.
3. **List** three things that you should look for in an advertising proof.

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.
End of
Chapter 20
print advertisements

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Advertising Layout