

West Allis Outdoor Magazine: CLASSIFIED ADS

PLACE AN AD WITH US!

This activity, using Microsoft Word, was designed to test your effectiveness and creativity in marketing a product. You and a partner will create and submit the final ad for print in West Allis Outdoor Magazine!

Parameters:

TYPE OF AD

The ad that you will be designing has one goal, which is to get customers to send for more information on a product or method that you or an existing company has developed to alleviate crop damage loss due to deer grazing. Neither hunting nor sharpshooting are options for control. You will instead focus on alternate means of controlling deer. The sub-categories that the classified ads will be divided into include:

Live Animal Removal

Birth Control

Scare Devices

Repellents

Deer Fencing

It is important to remember that you only want prospective customers to **request additional information** from you by phone, mail, or e-mail. **Do not make your ad a direct sale** of your product!

SIZE OF AD

The size of your ad is limited to the space within the square shown at the right. You will be given a "skeleton" of the area that you can use. Ad sizes that have been altered **in any way** will not fit in the area set aside for print and therefore will not be included with other ads. Your project grade will be reduced accordingly.

SIZE AND STYLE OF FONT

You may use any size(s) of font(s) you would like, as long as they fit inside the square. For the style of font, it is important to use only those fonts that are available on Central's computers. If you use a font from home that is not on Central's computers, it will not be able to be opened as you had intended and may cut-off or interfere with the desired layout!

PICTURE(S)

You may include a picture (or two) in your ad if you would like, though it is not required. Smaller text boxes can be used to insert pictures from the Internet if desired. Please ask Mr. Gain for assistance if you need it for this task.

Sample Ad

DEER PROBLEMS GOT YOU TICKED OFF?

WHY DON'T YOU GET RID OF THEM BY USING OUR SCIENTIFICALLY TESTED, 100% EFFECTIVE, GUARANTEED OR YOUR MONEY BACK...

DEER AWAY



REPELLENT!

This incredible product will save your garden, flowers, corn, beanfields..

YOU NAME IT!

Call now toll-free for our brochure complete with scientific data, instructions, and success stories!
(1-800-BYE-DEER)

Or visit us on the web at deeraway.com

Method of Grading:

The grade that you will receive on this assignment will come from 3 areas:

MR. GAIN EVALUATION

Design within the outlined parameters, spelling and grammar, creativity, and probable effectiveness are areas that will count as 1/3 of your grade and will be assigned by Mr. Gain.

PEER EVALUATION

After the ads are compiled, students will have the opportunity to vote on the 2 most effective ads in each of the sub-categories (1/3 of grade)

STAFF EVALUATION

After the ads are compiled, teachers throughout the school will be e-mailed the finished product and will have the opportunity to vote on the 2 most effective ads in each of the sub-categories. (1/3 of grade)

FYI

If your product or service is competing against few others in a certain sub-category, you will have a better chance of receiving more votes for your work! (Less competition= better chance to sell your product)