

# **Advertise a Form of Advertising**

Advertising comes in many forms, each with its advantages and disadvantages. You are to create an 8.5x11 print advertisement for your chosen form of advertising using a word processing program. This advertisement should highlight the advantages of your chosen form of advertising in an attempt to persuade an advertiser to choose your form of advertising. The disadvantages of your form of advertising should also be listed as disclaimers.

## **Options for your form of advertising:**

- Newspaper advertising
- Magazine advertising
- Outdoor advertising
- Transit advertising
- Television advertising
- Radio advertising
- Internet advertising
- Social media advertising

## **Items to include:**

- Your form of advertising
- Advantages of using this form of advertising
- Disadvantages of using this form of advertising
- Where your form of advertising can be found
- Illustration