

# New Product Advertisement Activity

## Directions:

Based on your information that you placed in the "Developing a New Product Form" on the FBLA Website - create an advertisement for your product.

1. Open Publisher.
2. Select Publications for Print.
3. Select Advertisements
4. Select any of the 6 types of advertisements.
5. You will be creating an ad to run in the Sunday AJC.
6. You will be creating the advertisement to promote your "product" that you created - in hopes people will purchase it!
7. Add a photo/drawing of your product.
8. Save in your student folder as AD for NAME.

The advertisement template is a rectangular box with a blue border. It contains several sections:

- Attention Grabber:** A starburst shape in the top left corner containing the text "Attention Grabber".
- Advertisement Heading:** A large blue heading in the top right.
- Text:** A large text area below the heading with the instruction: "Use this space to tell your readers about your business, product, service, or event. This text should tell the reader what your offer can do for them." It includes a small illustration of a building and an airplane.
- List your featured items:** A list of four bullet points, each followed by "list item here".
- Hours/Event:** A section titled "List your hours or the time and date of your event." with a dashed border.
- Location:** A section titled "Describe your location by landmark or area of town." with a dashed border.
- Contact:** A section titled "Tel: 555 555 5555" with a dashed border.
- Company Logo:** A logo at the bottom center featuring the FBLA-ΦBA logo and the text "Peachtree Ridge High School".

Callout boxes with arrows point to specific elements:

- A box on the right says: "You are going to have to figure out where to place your information. Read the 'helpful text' in the textboxes to assist your placement of your information." with an arrow pointing to the main text area.
- A box below it says: "Don't forget to change the pic!" with an arrow pointing to the airplane and building illustration.
- A box at the bottom right says: "Create a company name, logo & contact information" with an arrow pointing to the school logo.
- An arrow points from the "List your featured items" section to the "Peachtree Ridge High School" text.

FYI: Make sure that you preview your advertisement to check the size of the text and pictures - Publisher will scale down the fonts for the ad.