



Print Ad Worksheet

- Benefit-Oriented Headline** - *what is the most compelling benefit you offer (what need to you fill)?*

- Visual Image** - *what type of visual (photo, illustration, look) will reinforce your message/grab the reader?*

- Body Copy** - *reinforces that your product or service will satisfy a customer's needs/wants.*

- Supporting Claims** - *what benefits will your program/service/event provide? Prioritize the benefits and lead off with the most powerful benefit.*

- Closing Arguments** - *summarize benefits.*

- Call to Action** - *Ex. Register for a class, send money, call for a free brochure, subscribe, etc. Ask them to do something.*

- Corporate Info** - *Include company name, logo, slogan, address, phone, fax, email, web.*

Ad Specs

Size of AD: _____ Cost per Ad: _____ Number of Runs: _____ Total Cost: _____

Media: _____; _____; _____ Dates to Run: _____

