**Advertising Project**

You will be creating your own advertisement for the business you have created and been working on the past couple weeks.

Your job with this advertisement is to notify consumers about your business. This advertisement must also attract and increase people’s interest into your business. Here are your options:

Advertisement Options:

1. **Create a flyer-**needs to be an 8x11 sheet and must have color!
2. **Create a magazine page advertisement**-2 page layout of 8x11 sheets and must have color!
3. **Create a commercial**-needs to be at least 30 seconds long
4. **Create a webcast or podcast**-needs to be at least 30 seconds long
5. **Create your own billboard**-needs to be on poster paper and must have color!
6. **Create a transit advertising**-You can draw it on a 8x11 or you can create your advertisement on an actual toy car.
7. **Create a Jingle**-needs to be at least 15 seconds long

Advertisements must include:

1. A clear target market: I must be able to clearly tell who you are advertising to.
2. The name of your Business
3. Your Logo and Slogan
4. The Product, a picture of it will work as well. (If you are doing a podcast you must describe what it looks like).

Advertisement needs:

1. To have Creativity, Style, and Originality
2. To be Organized, Neat, and look Professional
3. Proper Grammar, Spelling, and Speech
4. To have Accurate and Factual Information
5. To have a Purpose/Message

When you are finished:

 If it is a digital file, make sure to save it to your “My Business Plan” folder. If you sketched it out, take a picture and upload to your “My Business Plan” folder.