

# Print Ad Checklist

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- Basics
  - Determine the purpose of the advertisement.
  - Determine anticipated audience.
  - Decide who are imagined users of the product advertised.
  - Decide who is the assumed authority on the product.
  - Determine What are some of the explicit values and attitudes assumed to be shared by the readers/viewers.
  - Determine what are some of the more implicit or taken-for-granted points of consensus.
  - Determine the basic design of the advertisement.
  - Determine if a photograph will be used in the advertisement.
  - If there are figures in the ad (people, animals), determine what they are like.
  - Decide what symbols and signs will appear in the advertisement.
  - Decide how the language will be used.
  - Decide on the basic themes in the advertisement.
- Your Ad
  - Create ad for the correct target audience.
  - Communicate a simple and easy to remember message to your customers.
  - The simpler the headline, the better.
  - Every other ad element should support the headline message, whether that message is price, selection, quality, or any concept.
  - Find one style and personality and stay with it for at least a year or more for your ads.
  - Avoid targeting your competition or being negative about them.
  - Be credible.
  - Provide easily visible information in the ad for potential customers to buy.
  - Examine competitive ads in the media that you are planning to advertise in.
  - Make sure your ad stands out from competitive ads.

- Make sure the ad looks professional.
- Check your ads for spelling and grammatical errors.
- Have a couple "sets of eyes" review the ad before it finally runs.
- Be accurate and truthful in the ads you create.