Print Ad Checklist

Created: 12/28/2011

# Tasks:

☐ **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 gramatical errors.**

☐ **Have a couple "sets of eyes" review the ad before it finally runs.**

☐ **Be acurate and truthful in the ads you create.**