**M.A. DEGREE EXAMINATION, DECEMBER – 2019**

**First Year JOURNALISM AND MASS COMMUNICATION**

**Public Relations and Advertising**

**ASSIGNMENT-2**

**Question 5**

Elements Advertising

**Elements of Print Advertising**

Print advertising includes sales brochures, coupons, fliers, business cards, billboards and ads in magazines and newspapers. Use this medium successfully by first defining the advertising goal, identifying your target audience and focusing your message. The cost of printed advertising can easily outweigh its benefit, so never waste it. Each of the seven elements of print advertising must enhance your ad’s effectiveness.

## Copy and Text Elements

The copy or text must communicate in clear, concise and focused language. Start with a headline that grabs the reader’s attention, sparks interest in your product and conveys your message succinctly. Potential customers have only seconds to read your billboard.

Even in brochures or catalogs, keep body copy brief and on point. Include the company signature – your identifying slogan and/or logo. Use fonts (typefaces) that complement your message and are easy to read.

## Illustration and Graphic Elements

Photography, illustration and logo symbols like Nike’s swoosh raise interest in any ad. Integrate these graphic elements with your headline and copy for maximum effect. A study by Texas State University showed that more attention goes to pictures than words and human models get the most attention in magazine ads.

This indicates the value of using models that match or appeal to your target audience to forge an immediate connection between your product/service and your potential customer. Inconsistency between your headline and your illustration will confuse the viewer and reduce the ad’s impact.

## Color vs. Black and White

Color printing costs more than black and white. Full-color printing uses four inks and four runs through the press for each page. Two-color printing is a cheaper color option, appropriate for some applications.

## Layout of the Final Ad

The layout is the way you put all the elements together to create the final ad. Your layout needs a focal point – usually the picture or headline – for readers’ eyes to land on, then the white space, graphic and text elements should lead them through the copy to the company signature. Make the final layout match the ad’s ultimate printed appearance in every detail.

## Size and Shape

Newspaper and magazine placement fees are based on ad size. The exact dimensions may vary by publication, but are priced as fractions of a page. Special locations, like the back cover, cost more. Use appropriate size and shape, linked to purpose and corporate image, for non-publication print advertising.

## Paper and Ink

For print ads other than in magazines or newspapers, choose paper with a composition, weight and finish that contributes positively to your advertising image. Traditional inks contain volatile organic compounds; consider using soy-based inks if they will give the result you want.

## Placement of the Advertising

Where you place your print advertising affects its success. An auto parts dealer will get more response running his ad in an automotive magazine or classified section than in a fashion magazine. Direct mail solicitations generate leads more effectively than magazine ads do

**Introduction**

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**Conclusion**

**References**

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