

Health and Wellness Business Advertising

Your Health and Wellness related business will need a magazine advertisement to encourage people to become customers. An effective magazine advertisement will use persuasive words, stimulating visuals, and an organized layout to deliver a convincing message. You have purchased a full-page (8.5" x 11") advertisement in a local magazine.

For the purpose of this task, you will be producing an **Advertisement** that will help promote your business as well as the services or products it provides.

Below are the elements of a newspaper advertisement and their functions:

Headline: At the top of your advertisement, your headline should “hook” readers with something that appeals to their emotions. Your overall message should be delivered in less than ten words.

Subheadline: Either a continuation of the headline or a message about the special features of the business. The font size should be half the size of the headline.

Visual(s): Many advertisements include photo-illustrations of the services provided. Find a way to stop readers from turning the page with an eye-catching visual. For visual appeal, you need to make each photo-illustration a different size, usually with the main service the largest visual.

Features: Include at least three services offered by your company. Use a bulleted list.

Call to Action: At the bottom of the advertisement, include information about the location of your business, contact information, and your company logo and address.

Sample Health and Wellness Business Advertisement

<h1>Jump Stretch Fitness Center</h1>		
<p>Owner: Coach Dick Hartzell Gym Manager: Bob Carcelli</p>		
	<p>Orientation Classes Saturdays at 12:15 pm Please Call Ahead</p> <ul style="list-style-type: none"> • Athletic Training • Fitness Classes • Weight Room 	
<p>330-793-8712</p>		<p>1230 N. Meridian Rd., Youngstown www.jumpstretch.com</p>

Producing an Advertisement

Step 1: Planning. Organize your information in this template.

<p align="center"><u>AUDIENCE</u></p> <p>- Who is your advertisement addressed to? - What would appeal to your audience? - What is important to them?</p>	
<p align="center"><u>ADVERTISEMENT</u></p> <p>Plan what features you will promote in your advertisement.</p>	

<p><u>CALL TO ACTION</u></p> <p>- How will your potential customers buy a unit from your company?</p>	

Step 2: Having organized your information in the template you can now sketch your rough idea for the magazine advertisement.

Step 3: Produce your advertisement using design software or the graphics features on your word processing software. Remember to check your work over before submitting your final copy.