

Transportation Business Advertising

Your Transportation 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 project. The font size should be half the size of the headline.

Visual(s): Many advertisement include photo-illustrations of the the products or 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 product or service the largest visual.

Price Point: Usually only the lowest price will be advertised (i.e. “Oil Change from \$19.95”) in a large font near the photo-illustration of the product or service.

Features: Include at least five other products or 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 location, sales representative contact information, and your company logo and address.

Sample Transportation Business Advertisement

Specializing in Short-Term Leasing

On the Spot Financing
Agent for Lubrico Warranties
Lease To Buy & Rentals

Contact:
Kevin Edney
Ron Bavis



\$13,950.00



**BAYSIDE
AUTO SALES**

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Producing an Advertisement

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

<p><u>AUDIENCE</u></p> <ul style="list-style-type: none">- Who is your advertisement addressed to?- What would appeal to your audience?- What is important to them?	

<p><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.