Creating an Ad for a Magazine

List of characteristics to consider for
an effective ad

Characteristics	Comments
Font (size and type)	
Colours	
Slogan/Catchy Sentence	
Image (pictures, visuals, etc)	
Layout (top/bottom) (left/right) (etc.)	The layout is included in many characteristics on the list.
Construction of phrases	
Product name	
Target audience	
Contact info	