

Student Worksheet 4-Advertisement Planning Sheet

Name: _____

Date: _____

Directions: These questions are to help you prepare your advertisement. Read each question, think about and write down your response, then create your ad!

What qualities of the Pennsylvania Turnpike will you promote?

Who will be your target audience? (A target audience is the group of people you want to read your ad. Your group could be a certain age group, live inside or outside Pennsylvania, be traveling for work or leisure, etc.)

What image or images will you use?

What text will you include?

How will your image or text express your message?