**Venture Advertising Assignment**

You and your partner (if applicable) are to create a series of advertisements for your business venture. As many businesses advertise in different ways, you will need to create 3 different advertisements. For each form of advertisement, you need to justify your choice with your target market(s)

1. **Print Advertisement – ½ page newspaper ad**

You will create an advertisement for the local newspaper that you have determined your target market reads. You will need to calculate the cost for a half page ad in that paper, and creating the ad itself. You are welcome to use whatever program you wish, but the ad must be professional looking (ready to insert into the newspaper). You will be running the advertisement for the first month of your business, so you will need to calculate the total costs involved.

1. **Radio Advertisement – 15 second radio ad**

You will be running commercials on the local radio station of your choosing. You will need to create a script for your ad that would run for the allotted time. Additionally, you will need to determine which radio station you will choose, what time of day your commercials will run, how many will run per day and the total costs of this advertising. You will assume that you will run these commercials for the first 2 weeks of your business.

1. **Television Advertisement – 15 or 30 second ad**

You will be running a 15 or 30 second television ad on a local TV station. You need to create a detailed script for the ad, as well as determine the station, time of day, frequency and costs associated with this ad. You will assume that you will run this commercial for the first 2 weeks of your business.

(There is a 25% bonus to groups or individuals who actually create their radio and TV commercials, but only a script is required for hand-in if not taking advantage of this)

**Checklist**

**Print Ad** - Finished Advertisement **Radio Ad** - Finished 15 second script

- Newspaper chosen and rationale - Radio station chosen, time of day, and frequency with rationale

- Total Costs for Ad (1 month) - Total Costs for Ad (2 weeks)

**Television Ad** - Finished 15 or 30 second script

- Television station chosen, time of day,

and frequency with rationale

* Total Costs for Ad (2 weeks)

- Total Costs for promotional campaign