**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**CREATE A PRINT AD FOR THE STATE OF MICHIGAN**

The state of Michigan would like you to create their new print ad that will be featured in \_\_\_\_\_\_\_\_\_\_ magazine. Create a print ad meeting the requirements below (use white copy paper- I have this if you need some!):

Your ad should be targeted toward the market of your reader of the magazine you choose. Complete the information below and turn in with your completed Michigan print ad.

Go to <http://en.wikipedia.org/wiki/List_of_United_States_magazines>

(this is also listed on my website under the Marketing tab, then links, titled “list of magazines”.

Choose the magazine you would feature your ad in. Answer the questions below:

1. What magazine did you choose? (1 point)
2. What category of magazine is it? (1 point)
3. Who would be your target market in the following categories? (6 points)

Demographics:

Geographics:

Psychographics:

4. What ad technique did you use for your Michigan ad? (refer to list of techniques). Explain ***exactly*** how you used this technique. (7 points)

Print Ad Requirements:

Michigan.org would like a variety of ads. Choose ***one*** of the ads below:

1. Create a “general” print ad about what is offered for Michigan tourists
2. Create a “kid” print ad advertising the different activities/places families could go on vacation
3. Create an ad for the “hot spots” of Michigan
4. Create an ad targeting teachers and advertising the types of field trips a school could organize for their students
5. Create an ad for “road trips”
6. Create an ad for retirees who would like to go to campground and parks in Michigan with their RV (Recreational vehicle) or camp
7. Create an ad targeting “shoppers”
8. Create a print ad for a specific Michigan city (NOT DETROIT) advertising what this city has to offer to tourists

Go to [www.michigan.org](http://www.michigan.org) for the information you will need.

1. Headline (10 points)- this should be catchy and follow the techniques from your notes and/or using the techniques and strategies we used in class
2. Copy (20 points)- Remember, copy is where you describe your ad beyond just a headline
3. Illustration (10 points)- use pictures (either draw or use pictures from a magazine, etc) that MAKE SENSE
4. Signature (10 points)- include Michigan’s logo: 

include 1 of the 3 Michigan slogans:

*Great Lakes, Great Times; More To See.*; *Water/Winter Wonderland*

1. YOU MUST USE COLOR!!!

You will also be graded on creativity, neatness, ad layout, lack of “white space”, effort, and use of colors and designs

Remember your target audience!

Total points: 60 points