

THE STRUCTURE OF ADVERTISEMENT TEXT

Task: Drag the parts of the advertisement

Product

Price

Logo

Important Information

Statements to persuade



ADVERTISEMENT

NAME: _____

CLASS: _____

1

2

3

4

5

6

7

8

9

10



LOGO

PROMOTION WORDS

NAME OF PRODUCT

PLACE

SLOGAN

WEBSITE

CONTACT NUMBER

BODY COPY

PRICE

PRODUCT SHOT

Purpose of an advertisement

Match the purpose of each advertisement to the correct image !



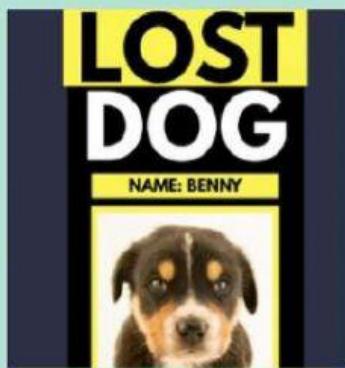
To find lose pet



To sell a product



To offer a service



To announce an event



To offer a job