

BalboaTaffy.com Display Advertisement Contest.

Win 10 pounds of Taffy!!

Page 1 Lesson **page 2** contest instructions **Page 3** entry form

How to create a display advertisement

Display advertisements are used in newspapers, magazines, in other print media, and on billboards and websites. The goal is to catch the customer's attention and relay the advertiser's message.

Visual

Drawings, photographs, or other graphics help draw the customer's eye to a display advertisement (or "ad"). An ad can have just one visual or several. Even text-only ads can have a border that emphasizes the message. A caption can be added, but is not necessary.

Headline

A well placed headline is usually the 1st or 2nd most important part of a display ad, sometimes 2nd to a visual. Headlines need to be in clear type so they can be easily read, and large enough to catch the eye right away.

Copy

The copy is the main text. It can be short or long, depending on what the advertiser wants to tell the customer. The words can be set up in paragraphs, or also can be organized using bullets, indentation, or organized other ways to catch the costumer's eye.

Signature

The signature may appear anywhere but it is usually near the bottom of the ad. The signature will include some or all of the items listed below....

- Company logo
- Company name
- Address and phone number
- Web site address
- Map, if it applies

Other

Some print ads will have other parts, such as a coupon.

Assignment: Using your new knowledge of how to create a display advertisement from the first page, develop a one page display ad for www.BalboaTaffy.com's fund-raiser program. You can add your own ideas to the banner if you feel it will enhance the fund-raiser concept. Here are the details:

Minimum order: 75 pounds, any combination.

Shipping/delivery: Taffy will be shipped within 7 days of your order
Free shipping West of the Mississippi (Call for shipping to the East of the Mississippi)

Payment: pay by secure credit card online, or by check.

Contact : (949) 673-4827 or e-mail Info@Balboataffy.com

BalboaTaffy.com
100 Palm street
Newport Beach, California 92661

Use pictures from our website or create your own. See our website link "Group fund-raiser" for our current information.

SIZE	YOUR COST	YOU SELL FOR
1 POUND BAG	\$4.00	\$8.00
1/2 POUND	\$2.50	\$5.00

Who can enter? Any junior high or high school student or team of up to three students in the United States. (grades 6 thru 12).

Timeline and where to enter:

Entries are due by March 7th, 2010.

All entries can be emailed to: **Contest@BalboaTaffy.com**, include the information from the entry form attached to the third page of this document.

Or mailed to:

"Balboa Taffy Contest"
100 Palm street
Newport Beach, California 92661

Include the entry form attached to the third page of this document.

PRIZES: Winners will be determined by BalboaTaffy.com prize team.

1st place prize is 10 pounds of Salt Water Taffy, 2nd place is 5 pound. Entries become the property of BalboaTaffy.com when they are submitted. Have fun and use the new skill you have learned!
Winners will be notified by mail and

Questions.... Email us at Contest@BalboaTaffy.com

This contest is sponsored by OnlineDECA.org and American Heritage DECA, a chapter of CaDECA.org. a program to teach Business Education to youth.

BALBOA TAFFY CONTEST ENTRY FORM

NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

EMAIL (optional): _____

SCHOOL: _____

GRADE LEVEL: _____

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