**THE FEDERAL POLYTECHNIC, MUBI**

**DEPARTMENT OF MASS COMMUNICATION**

**AN ASSIGNMENT ON**

**PRINCIPLE OF ADVERTISING**

**COURSE CODE: MAC 127**

QUESTION**:**

Prepare a simple layout and copy of an advertising material for a print media

**SUBMITTED BY**

**SCT/MC/ND/20/211**

SUBMITTED TO

**THE COURSE LECTURER**

**NOVEMBER, 2021**

**SIMPLE AD LAYOUT AND COPY**

When readers look at your ad what do they see first? In order, research indicates that readers typically look at:

1. Visual
2. Caption
3. Headline
4. Copy
5. Signature (Advertisers name, contact information)

One method of making sure your ad gets read is to arrange elements in that order, top to bottom. That said, your ad should also lead with its strongest element. Sometimes the visual may be secondary to the headline. In that case, you may decide to put the headline first. A caption may not be necessary at all times and often you'll want to include additional elements such as secondary illustrations or a coupon box.

