There are two ad formats. One is a print poster. The other is a sign-up box. They have different goals:

**Print Poster (11x17)**

This is something meant to be appealing to get a print out of, and put up in someone’s home. Something simple, nice, and pretty. The goal is completely aesthetic.

**Web Sign-Up Box (600x875)**

The goal of this sign up box is to have a design for a sign-up box that can go on the businesses webpage. There is a cohesive branding, call to action, value proposition, and direct link to the webpage.

The target audience is anyone online interested in Judeo-Spanish, mainly in the Americas, specifically the United States. There are a lot of people that fall into this category. Many may be:

* Beginners who get intimidated from participation when they are around naturalized speakers
* Turned off from those places, people, and resources for ethical, comfort, or political reasons (many of the living fluent speakers of any endangered languages tend to be older and very politically conservative, loud about it, and stuck in their ways)
* Seeking out information and learning to support and participate alongside someone they care about such as a loved one or child.

I know I chose this business idea to build for a digital media marketing class, but I’ve been having qualms about engaging in many forms of traditional advertising for this. I don’t want to get into all the reasons, because this reflection will be way more than half a page, and could be its own novel. But these are what I am comfortable putting out for this assignment.