Situation: You are Jason, you work as an intern at PCMag, a magazine centered around computer parts and technology. Look through the information and complete the task given to you by your supervisor, Lester.

Email from Lester

Dear Jason,

We are preparing for our next issue. A company called 'VirusBegone' wants to put a full-page advertisement on our magazine for the April issue. However, their recent submission has some problems, the marketing team marked them out on the poster given to you. Could you please help me write an email to Peter Chan, their marketing director, detailing the problems. Also, include the deadline for submission as well as the payment details for the ad. Thanks!

Best,
Lester

Advertisement guidelines of PCMag

1. Word count
   Advertisements should have around 50 words max in them as they take up limited space on the print.
2. Pictures
   All advertisements should contain at least one picture of the product/store/software logo
3. Font size
   The words on the advertisement should be at least 16pt to ensure good visibility
4. The style of the advertisement should be decided by the client, but their designs must be approved by PCMag before publishing.
5. Copyright
   The content of the advertisement must not infringe copyright of others
6. File format
   All advertisements must be submitted in an editable format, such as .psd, .ai, .indd, .pdn, etc.
7. Margin

All advertisements should leave a 2cm margin on the edges due to limitations in printing process which prevents the edges from printing correctly.

Poster with annotations

VirusBEGONE

The best antivirus there i arket

Did not leave enough space for the margin.

Antivirus programs are designed to detect, prevent, and remove malicious software, such as viruses, worms, Trojans, ransomware, and spyware. These threats can infect your computer, steal your personal information, and cause various types of damage, including data loss, financial theft, and system instability. An antivirus program scans your files, emails, and web traffic in real-time, identifying and neutralizing potential threats before they can harm your system.

Malware often aims to steal sensitive information such as login credentials, banking details, and personal identities. With an antivirus program in place, you reduce the risk of falling victim to such attacks. Antivirus software can detect keyloggers and other forms of spyware that attempt to capture your keystrokes and online activities, ensuring that your personal information remains secure.

Antivirus programs provide protection while you browse the internet, blocking access to malicious websites and warning you about potential threats. They can detect and remove malicious browser extensions and plugins, which can compromise your privacy and security. Additionally, some antivirus programs offer features like secure browsing and phishing protection, helping you avoid scams and fraudulent websites.

Apart from protecting your computer from malware, antivirus programs can also optimize system performance. They can identify and remove unnecessary files, temporary data, and other clutter that can slow down your computer. By regularly scanning and cleaning your system, an antivirus program can help improve its speed and responsiveness.

Font size too small

There are too many words here. Word count definitely exceeded our limit.

- Quick Installation
- Regularly Updated
- No performance impact
- Web protection
- Most popular in HK

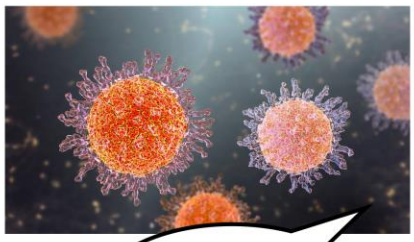

Image is copyrighted. Need to use original image

No image of product

Colour of text is not contrastive enough to view clearly on paper

Download Now!

Email from marketing team

Dear Jason,

I think you are writing the letter to Peter at VirusBegone right? Good. I've found out a few more things they got wrong.

1. They did not tell people how they can download the program. Tell them to include something like a URL of their website
2. They did not list the price of the program anywhere in the advertisement.
3. We received the file in .jpg format, which we cannot accept when we are preparing the final draft of the issue. Tell them to send it over in a format which we accept.

Oh! We pushed the deadline of finalizing advertisements to be 30/3. Remind them to submit their revised version of the ad by then. I think that is it for now.

Best,
Mark
Marketing

Advertising plans of PCMag

Want to promote your computer-oriented product to computer enthusiasts? PCMag is your best choice! We are the most viewed publication for computer enthusiasts in Hong Kong! Below are our pricing:

Half-page	Full-page
$6000	$9000

#Payment will be settled in two installments, advertisers must pay 40% of the advertising cost 7 days before the issue (7^{th} of every month). The remaining 60% should be paid after the issue is published (14^{th} of every month).