

# Project 9 – Magazine Advertisement

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Announcing the home game opener

## Goal:

With the beginning of the season not too far away, the next step before your team can take the field is to attract more fans to attend the games. To accomplish this, you will design a magazine advertisement that announces your team's home game opener. The advertisement will be strategically placed in regional and local publications.

## Tactics:

- Your advertisement must grab the reader's attention with an easy-to-read dominant message
- Obtain some samples of advertisements to use as a guide as you design your own
- Your message and team logo should be the two most prominent elements on the advertisement
- Use a maximum of one or two fonts on your advertisement

## Instructions:

1. Create a catchy headline to grab the fans' attention.
2. You should include the following information:
  - The date and time of the opening game.
  - The location of the game (your stadium).
  - The opposing team.
  - A ticket price table (5 different prices from a previous assignment).
  - A phone number for information and ticket sales.
  - A special promotion or contest that will take place during the game. *For example: Win \$10,000 in the Field Goal Kick Competition –or– Win \$1,000 for each 3-point basket made by the home team.*
3. Using the rectangle tool in Publisher, draw a rectangle measuring 5-inches wide and 7-inches tall, giving it a 1 pt. border.
4. The content of the advertisement should be placed within this border.
5. Format the size and placement of the text and other elements on the advertisement so that they are in proportion with each other and project a professional image
6. Carefully proofread your work for accuracy, design, spelling and grammar
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8. Print a copy of the document.