

**PRINT ADVERTISING**  
**PowerPoint Lesson w/ Worksheet**

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Business Ownership & Marketing

[PrintAdvertising.ppt](#)

NAME \_\_\_\_\_

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Business Ownership & Marketing

## Advertising

What is the first step in advertising?

Advertising -

Promotional Advertising -



Institutional Advertising -

## Print Advertising

Newspaper Ads -



Magazine Ads -



Direct Mail Advertising -

# The 5 components of print advertising



Headline-

Copy-

Illustration-

Logo-



Slogan-