



Chapter 7 Quiz

Create two advertisements:

1 advertisement should be an OFFER

1 advertisement should be an INVITATION TO MAKE AN OFFER

The *main purpose* of this quiz is to see the difference between an ad that is an offer, and one that is an invitation to make an offer

Reminder-an *offer* has to clearly state who/what/when/how many/etc (check your notes!)

An *invitation to treat* is simply stating sales or promoting the business/products

To Create Your Ads:

-Print ad

-Commercial (radio or tv)

The same medium should be used for both advertisements, so the reader/viewer can clearly see the difference between the two

Tips:

-sketch out/rough out both advertisements before beginning

-keep the content school appropriate

-advertise something you are familiar with!

-you can make up the products/services