**Print Ad Rubric**

Worksheet #7

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| --- | --- | --- | --- | --- |
|  | 1 | 2-3 | 4 | Score |
| Basic details | Basic use of language. | Complex expressions to define product qualities.No typos8 ½ paper  | Persuasive expressions to convince consumers of the quality of the product.Shows convincing evidence of product superiority. |   |
| Target market | Appeal to a general audience. | Clearly defined target audience. | Clearly defined target audience.Persuasive use of target market values to present the product. |   |
| Graphics | Simple use of graphics to illustrate product. | Advanced use of graphics to illustrate product. | Effective use of appropriate graphics to create a persuasive illusion.Includes company name and logoPicture of product included. |   |
| Use of the 4P’s | Little incorporation of 4 Ps. | Clear use of 4 Ps in development. | Effective use of 4 P’s. |  |
| Overall quality | General presentation of product. | Sophisticated presentation of product. | Persuasive presentation that entices the target audience to purchase the product. |   |
|   |   |   | Total Score |   |