

# Advertisement Analysis Checklist

## I. General for all ads

- Illustration
- White Space
- Legible text
- Only 1-2 font styles used
- Are 5-6 layers present?
- Is there a balance of features and benefits (50-50%)?
- Does one thing dominate the piece?

### Advanced

- Are layers sequenced in order of attention, interest, desire, call to action, additional info/disclaimers?
- Does it clearly state and command what the reader should do next?

## II. Cover (on multiple surface items)

- Does it clearly attract the reader you want?
- Is the picture or graphic pertinent?
- Is there an incentive to look more inside?

(for businesses less than 3 years)

- Is your company logo or identity minimized?

## III. Secondary Surface Areas

- Is it clear, at first glance, **"WHAT"** you are offering?
- Does it clearly command **"WHY"** they should pursue your offering?
- Does it clearly state **"WHO"** is offering it?
- Does it clearly state **"HOW"** they can get it?
- Does it clearly state **"HOW MUCH"** it may potentially cost them?
- Is there a testimonial or outside reference?
- Is a sense of urgency given to the reader?