

## Top 10 List

# What Makes Up a Great Print Advertisement?

- 1) **Eye-Catching Typeface**
- 2) **Five Typefaces (or less)**
- 3) **Simple Message**
- 4) **Something I Can Identify With**
- 5) **Big Print and Picture**
- 6) **Local Point**
- 7) **People**
- 8) **Action**
- 9) **Advantages**
- 10) **Clear Information**