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Placing an advertisement

**Student A**

**JOB 1 Advertising Sales, Management Now magazine**

You work in the advertising department of *Management Now*, a weekly magazine. It has three sections: financial and economic, management, and industrial news. Your job is to take calls from people who want to place advertisements in the magazine and write down the details.

**JOB 2 General Manager, Transworld Express**

You work for Transworld Express, a courier company which delivers business letters and parcels all over the world. You would like to advertise your services in an international business newspaper. Your budget is \$6,000. Telephone *International Business News* newspaper, and place an advertisement.

**ADVERTISEMENT BOOKING FORM**

Date of advertisement			
Page/section of magazine	Financial & economic	Management	Industrial news
Size of advertisement	<input type="checkbox"/> Full page (\$800/week)	<input type="checkbox"/> Half page (\$400/week)	<input type="checkbox"/> Quarter page (\$200/week)
Number of weeks			
Text of advertisement			
Graphics	<input type="checkbox"/> Yes <input type="checkbox"/> No	Details	
Colour/black & white	<input type="checkbox"/> Black & white	<input type="checkbox"/> Colour	
Payment	<input type="checkbox"/> Cheque	<input type="checkbox"/> Credit card	<input type="checkbox"/> Account

**Student B**

**JOB 1 Advertising Sales, International Business News**

You work in the advertising department of *International Business News*, a daily newspaper.

Your job is to take calls from people who want to place advertisements in the magazine and to write down the details. Next week there is a special transport section in the newspaper.

**ADVERTISEMENT BOOKING FORM**

Date of advertisement			
Page/section of newspaper	Main section	Transport section	
Size of advertisement	<input type="checkbox"/> Full page (\$600 a day)	<input type="checkbox"/> Half page (\$400 a day)	<input type="checkbox"/> Quarter page (\$200 a day)
Number of days			
Text of advertisement			
Graphics	<input type="checkbox"/> Yes <input type="checkbox"/> No	Details	
Colour/black & white	<input type="checkbox"/> Black & white	<input type="checkbox"/> Colour	
Payment	<input type="checkbox"/> Cheque	<input type="checkbox"/> Credit card	<input type="checkbox"/> Account

**JOB 2 Office Manager, Friedrich and Hassler Accountants**

You work for a firm of accountants which gives financial advice to companies. You would like to advertise your services in *Management Now* magazine. Your budget is \$8,000. Telephone them and place an advertisement.

Teacher's Notes

*Placing an advertisement*

Worksheet

11

**ACTIVITY**

Pairwork: speaking, writing

**AIM**

To make specific requests and to fill in a form.

**GRAMMAR AND FUNCTIONS**

Verbs taking the infinitive: *would like to, need to, want to*

Questions: *When? What? Which? How? How many? How big?*

**VOCABULARY**

Newspaper advertising: *text, full/half/quarter page, section, graphics, details*

Payment: *by cheque, by credit card, on account*

**PREPARATION**

Make one copy of the worksheet for each pair of students in the class. Cut out Student A and Student B sections as indicated.

You might like to collect some classified advertisements from newspapers and magazines and bring them in to class.

**TIME**

25 minutes

**PROCEDURE**

- 1 If you like, take in some newspaper or magazine classified advertisements to show the students. Ask them what kind of things you have to think about before placing an advertisement. For example: *the size of the ad, the text, the artwork* etc.
- 2 Ask the students to work in pairs and divide them into Student A and Student B. Give each student the appropriate part of the worksheet.
- 3 Ask the students to read the information for Job 1 on the worksheet and then look at the Advertising Booking Form. Elicit the correct questions for each box on the form. For example:  
*When would you like to put the advertisement in the paper?*  
*Which section of the paper would you like it to go in?*  
*What would you like it to say?*  
*Do you want to have graphics? etc.*
- 4 Ask the students to look at Job 2 on the worksheet. Explain that they are going to take it in turns to place an advertisement. Ask them to think for a few minutes about the kind of advertisement they would like to place and what they would like it to say.
- 5 When they are ready, ask the students to play the roles of advertiser and customer, making sure that the advertiser fills in the form.
- 6 When they have finished, ask each student to report back briefly to the class on the kind of advertisement their partner wanted to place.

**FOLLOW-UP**

Ask the students to interview each other about their own companies, a school or a fictional company and, using this information, make a short advertisement for their 'client'.