

**Part 1: Advertising and Promotion**

**Commentary: Price Tag**

1. What type of price tag is this ad carrying? \_\_\_\_\_
2. What grade benefits does the ad seek to build? \_\_\_\_\_
3. What grade level system would best describe this ad? \_\_\_\_\_
4. What grade level system would best describe this ad?  
a. If there is a price tag, what method would you apply to?  
None \_\_\_\_\_ 1st \_\_\_\_\_ 2nd \_\_\_\_\_
5. If there is a regular ad, what method would you apply to?  
Yes \_\_\_\_\_ No \_\_\_\_\_
6. What grade level system would best describe this ad? \_\_\_\_\_
7. What is the main message of this ad? \_\_\_\_\_  
Why is this so? \_\_\_\_\_
8. What is the main message of this ad? \_\_\_\_\_

**Commentary: Money Bags**

1. What type of price tag is this ad carrying? \_\_\_\_\_
2. What grade benefits does the ad seek to build? \_\_\_\_\_
3. What grade level system would best describe this ad? \_\_\_\_\_
4. What grade level system would best describe this ad?  
a. If there is a price tag, what method would you apply to?  
None \_\_\_\_\_ 1st \_\_\_\_\_ 2nd \_\_\_\_\_
5. If there is a regular ad, what method would you apply to?  
Yes \_\_\_\_\_ No \_\_\_\_\_
6. What grade level system would best describe this ad? \_\_\_\_\_
7. What is the main message of this ad? \_\_\_\_\_  
Why is this so? \_\_\_\_\_
8. What is the main message of this ad? \_\_\_\_\_