

Design an advertisement for a local grocer's shop. You may choose to create an advertisement based on shopping in the early 1900s or today.

- Where might your advertisement appear?
- What kind of customer do you wish to attract?
- What do you intend to sell?
- Who might your competitors be?

List the items you intend to sell:

1	18
2	19
3	20
4	21
5	22
6	23
7	24
8	25
9	26
10	27
11	28
12	29
13	30
14	31
15	32
16	33
17	34

It costs £150 for a quarter page advertisement in your local free paper.

It costs £250 for a quarter page advertisement in the Evening Chronicle.

You can have A5 leaflets printed. The cost is £170 for 500 or £300 for a thousand. The leaflets can be distributed via the local free paper for an additional cost of £45.

Decide which method of advertising you intend to use. You may use all three if you wish. How much will the advertising campaign cost you altogether?