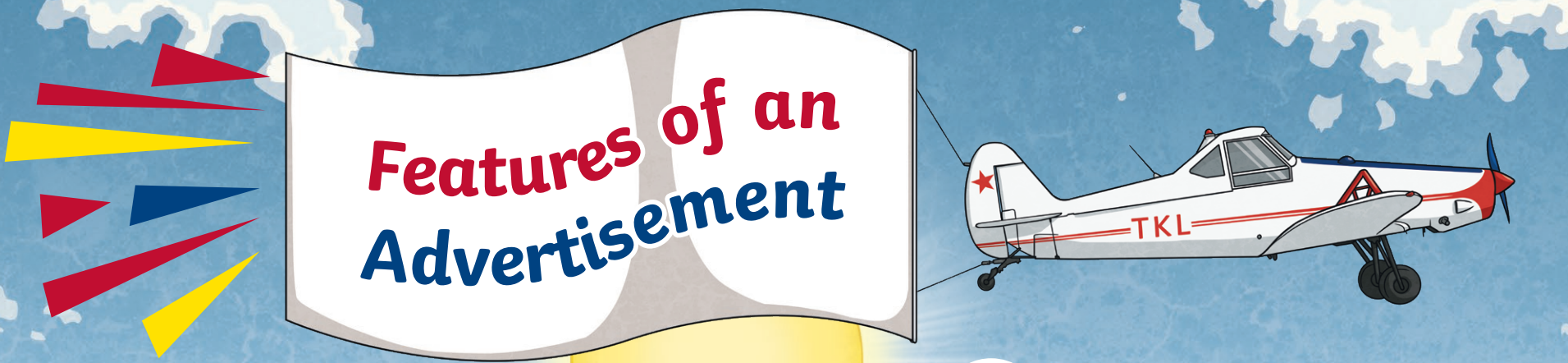




# Features of an Advertisement

It is written in the second or third person.

Has a catchy title or slogan.

Describes the features of the product.

Gives information about where to purchase the product.

Appeals to the senses.

Includes an introduction that speaks to the reader.

Asks rhetorical questions.

Entices the reader with rewards, customer comments, or special offers.

Emphasizes the positive points.

The information is clear and easy to understand.