

### Individual Print Ad Presentation

Explains each of the following items properly:

		points possible	
1	Size/layout/Bleed or no bleed		
2	Original Tag Line	1/2	
3	Headline	1/2	
4	Body Copy	1/2	
5	Logo from Non Profit	1/2	
6	Call to Action for non-profit	1/2	
7	1 appropriate statistic or fact	1/2	
8	Delivery (volume, proper terminology)	2	
9	Delivery (uniform, dress code, appearance)	2	
10	Delivery (posture, gestures, presentation of ad, organization)	2	
11	Explanation of C-R-A-P	2	

Total (out of 11):

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