

Print Ad

CATEGORY	4	3	2	1
Attractiveness & Organization	The ad has exceptionally attractive formatting and well-organized information.	The ad has attractive formatting and well-organized information.	The ad has fairly organized information.	The ad's formatting and organization of material are confusing to the reader.
Graphics/Pictures	Graphics go well with the text and there is a good mix of text and graphics.	Graphics go well with the text, but there are so many that they distract from the text.	Graphics go well with the text, but there are too few and the brochure seems "text-heavy".	Graphics do not go with the accompanying text or appear to be randomly chosen.
Spelling & Proofreading	Errors are absent or very few .(0-1)	There are few (2-5) errors.	There are several (5 or more) errors.	Several errors in the brochure make it difficult to understand.
Persuasiveness	I am strongly interested in being a part of your cause after looking at your ad.	I am interested in learning more after viewing your ad.	I am unsure if I want to learn more after viewing your ad.	I am not interested in your cause after viewing your ad.