

Magazine Rubric

Illustration

- ____/ 20 Takes up the majority of the page (may be hand drawn or computer generated)
- ____/ 30 Neat and appears that effort was put into creating it
- ____/ 30 Clearly expresses what you are advertising

Text

- ____/ 30 Persuasive device #1 is clear and effective
- ____/ 30 Persuasive device #2 is clear and effective
- ____/ 20 All other text on the page clearly points back to the product
- ____/ 20 Neatness
- ____/ 20 Spelling, grammar, punctuation, capitalization, etc.

Total

____/ 200