

Advertising

Layouts

PR319

Alphabet Inspired

We are familiar (consciously and subconsciously) with the shapes of letters and numbers.

By arranging visual and verbal elements in the basic shapes of letters or numbers, we are reassured and comforted.

Alphabet Inspired



Alphabet Inspired



WOOLMARK

Wow! Dryel has been independently tested and awarded the Woolmark. This stuff must really work!

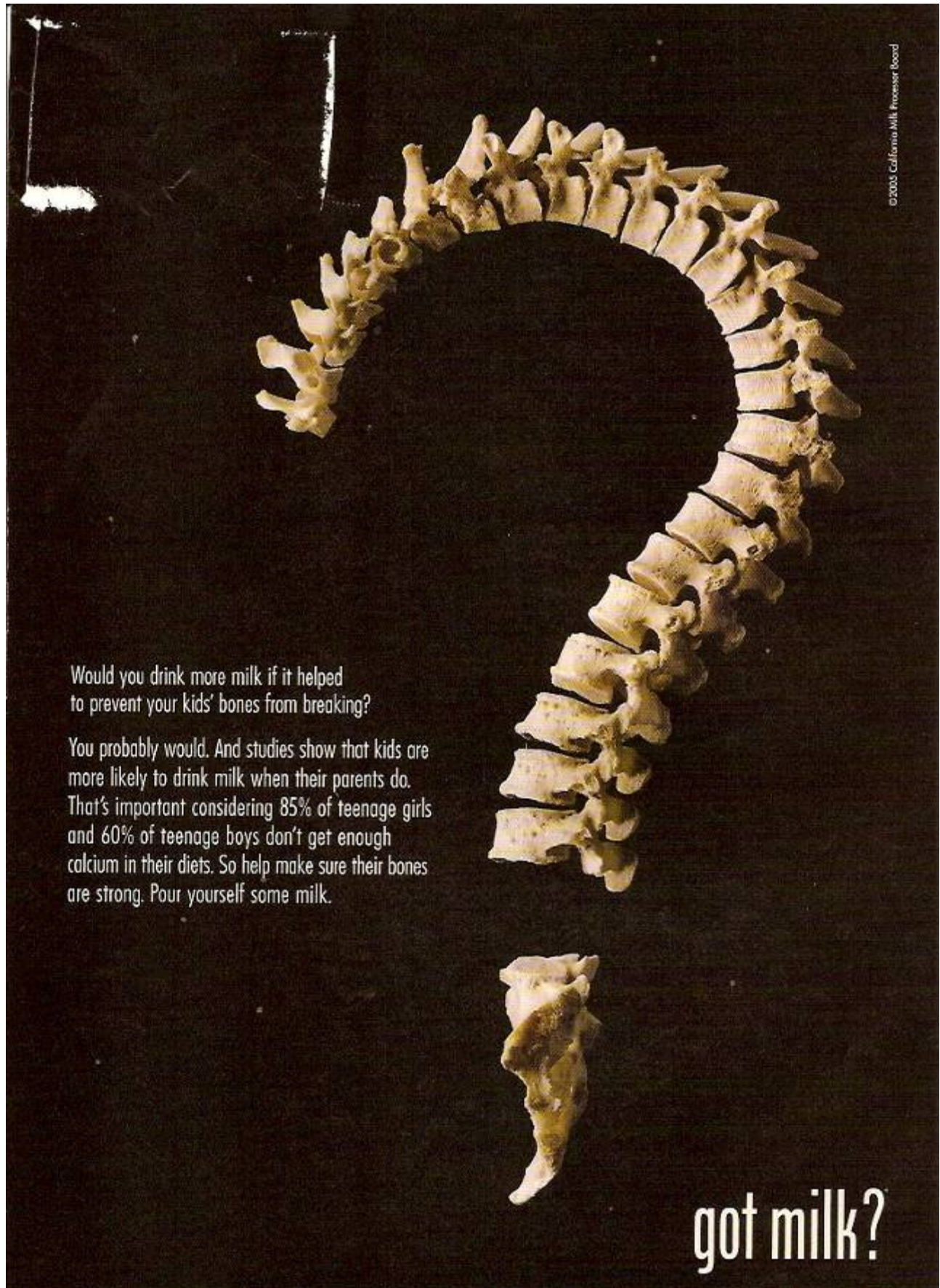
Suddenly "Dry Clean Only"... Isn't.

©1999 Procter & Gamble

www.dryel.com



Alphabet Inspired



Would you drink more milk if it helped to prevent your kids' bones from breaking?

You probably would. And studies show that kids are more likely to drink milk when their parents do. That's important considering 85% of teenage girls and 60% of teenage boys don't get enough calcium in their diets. So help make sure their bones are strong. Pour yourself some milk.

got milk?

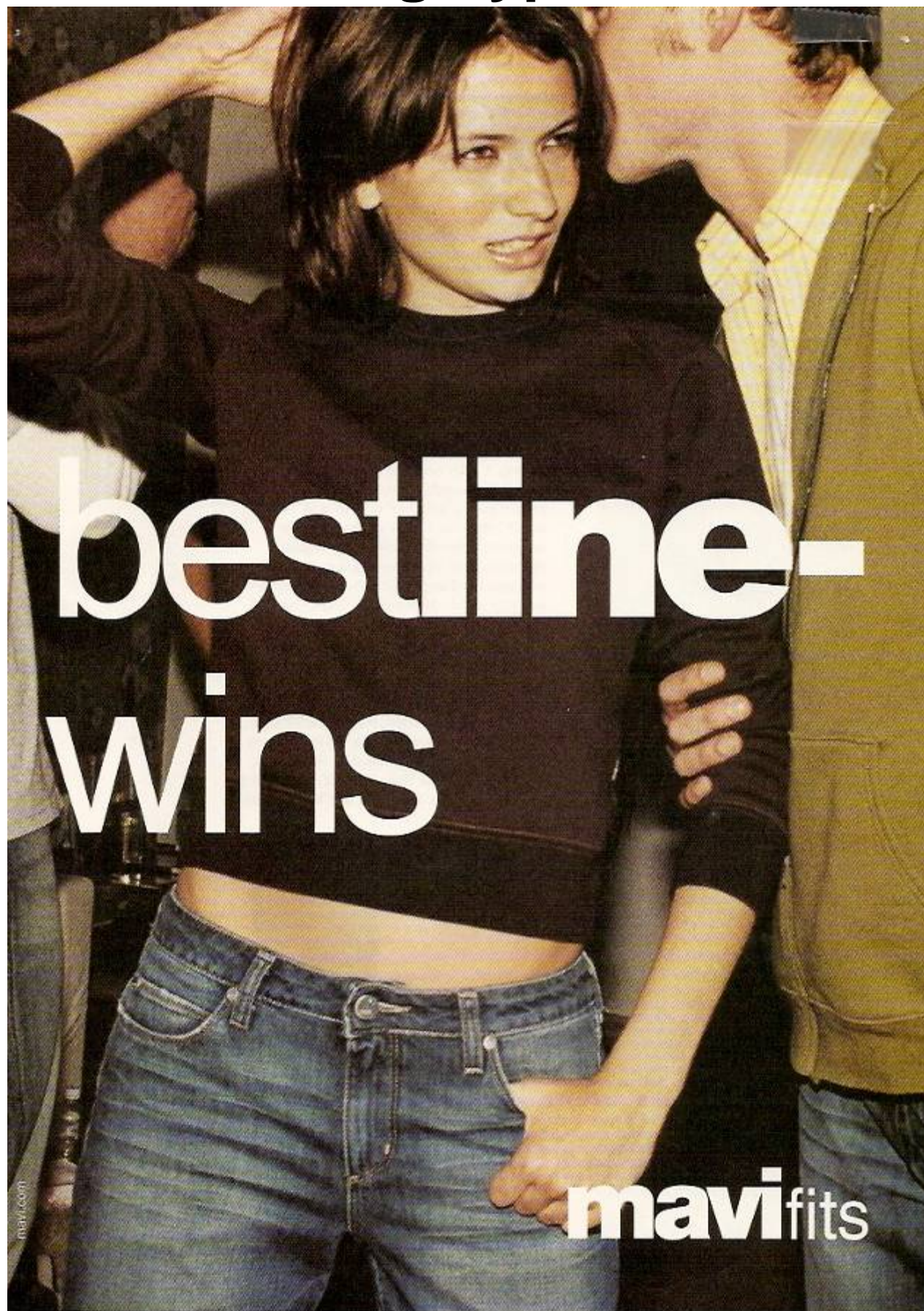
© 2005 California Milk Processor Board

Big Type

The opposite of copy heavy. The ad is dominated by large type that may give the feeling of shouting.

It's very important that the concept being shouted be memorable or clever.

Big Type



bestline-
wins

mavifits

mavi.com

Big Type



PUNK?

Coca-Cola
Real

Call Out

Uses lines, numbers, and pointers to highlight a product's advantages, features, or multiple uses.

This type is easy to produce because you can mention many facets without worrying about transitions between each.

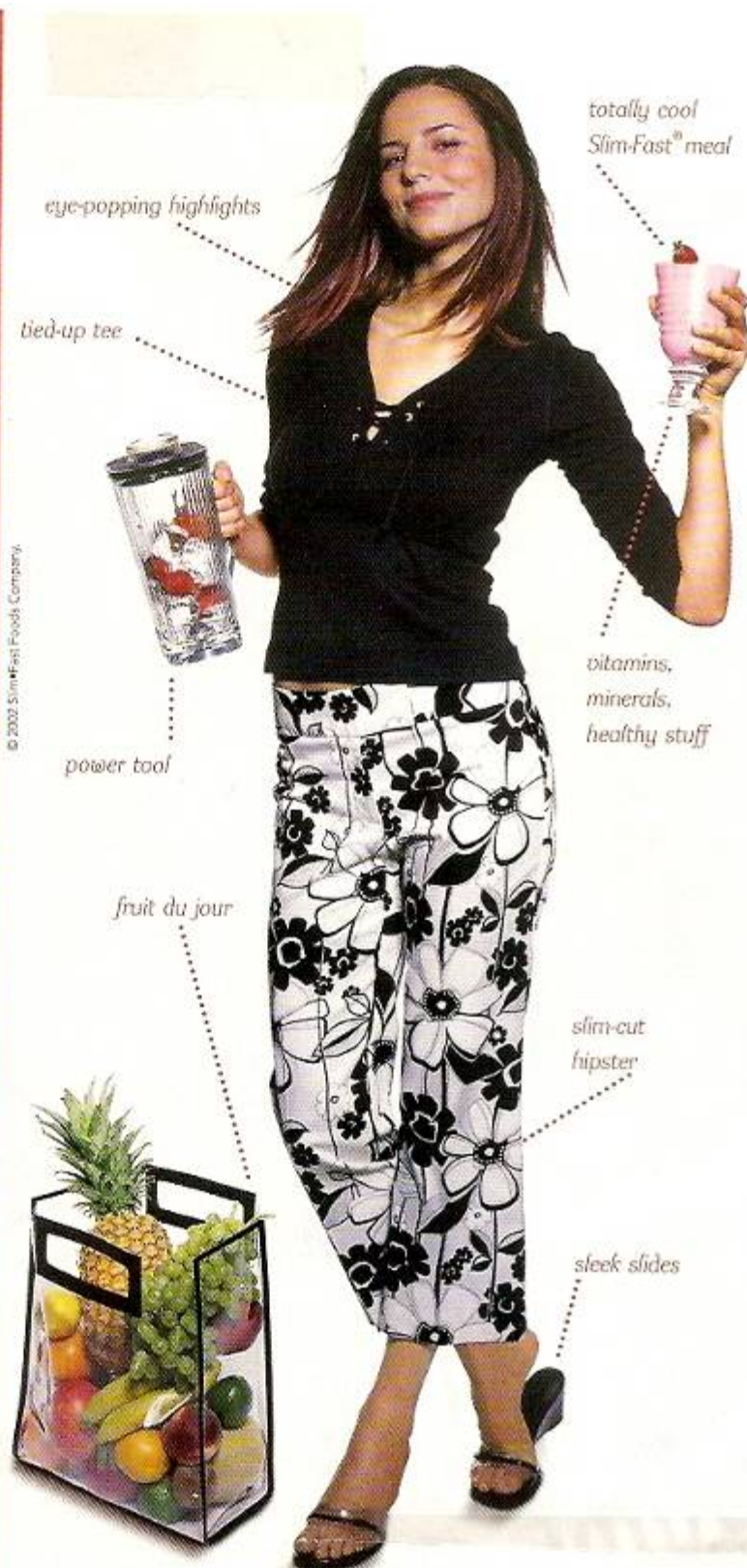
Call Out

IT'S HOW
YOU PUT
IT ALL
TOGETHER

The latest buzz is about shake chic. The absolute must have is Slim-Fast® Ultra Powder. Customize a cool, creamy Slim-Fast shake that's pure YOU! Throw in fruits, spices, stir your imagination. Guilt is history. Because each Slim-Fast shake is like a healthy, nutritious meal to help you manage your weight. Add a little exercise to pull it all together. For free support and great recipes go to slim-fast.com.

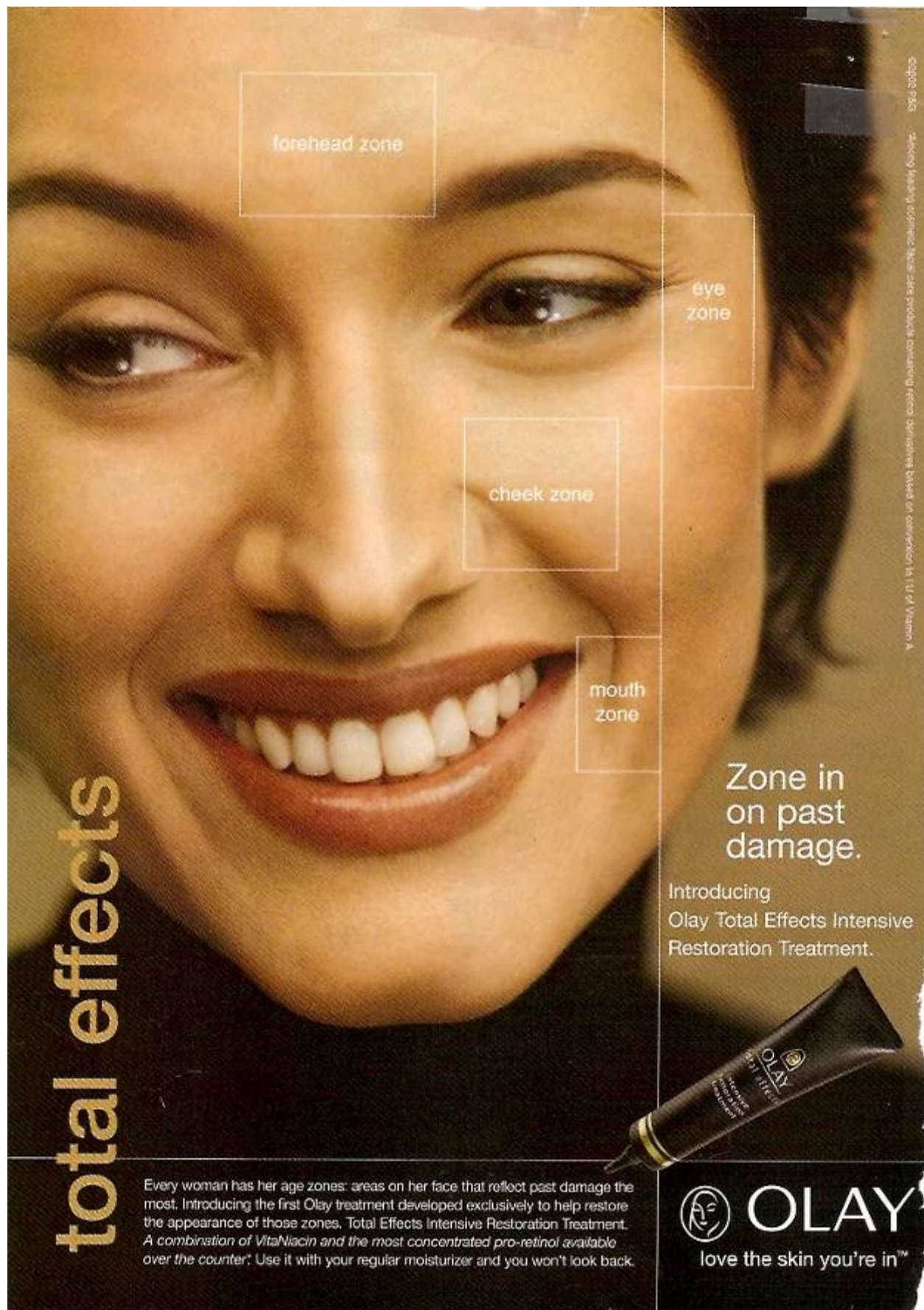


It's your life.
Feed it right.



© 2002 Slim-Fast Foods Company.

Call Out



forehead zone

eye zone


cheek zone

mouth zone


total effects

Zone in on past damage.

Introducing
Olay Total Effects Intensive
Restoration Treatment.



Every woman has her age zones: areas on her face that reflect past damage the most. Introducing the first Olay treatment developed exclusively to help restore the appearance of those zones, Total Effects Intensive Restoration Treatment. A combination of VitaNiacin and the most concentrated pro-retinol available over the counter*. Use it with your regular moisturizer and you won't look back.

 **OLAY**
love the skin you're in™

©2005 P&G. *Among leading skincare brands, this product contains more retinol based on comparison to 10 of Vitamin A.

Call Out



They're gorgeous. But they're touchy. So you worry: "Is my cleaner too harsh for my hardwoods? What if this stuff damages the marble?"

Well, now you can relax. Introducing Ultra Mr. Clean for Newer Floors PLUS Other Delicate Surfaces.*

This Mr. Clean is specially formulated to be safe, with absolutely NO harsh solvents. It surrounds dirt and floats it away. No dulling. No damage. Nothing but shine!

Stop worrying about all those solvent-based cleaners. Let Mr. Clean care for your delicate surfaces. With those price tags, they're certainly worth it.



HOW SAFE IS IT?
SAFE ENOUGH TO SOAK FINISHED HARDWOOD IN FOR 24 HOURS.

INTRODUCING THE SAFE WAY TO CLEAN IT TO THE SHINE!

Circus

Disarray and chaos. There's so much going on in this ad, it's like a circus! Tilted pictures, bold splashes of color, lots of design elements.

The Kroger circular in the Sunday paper is one example.

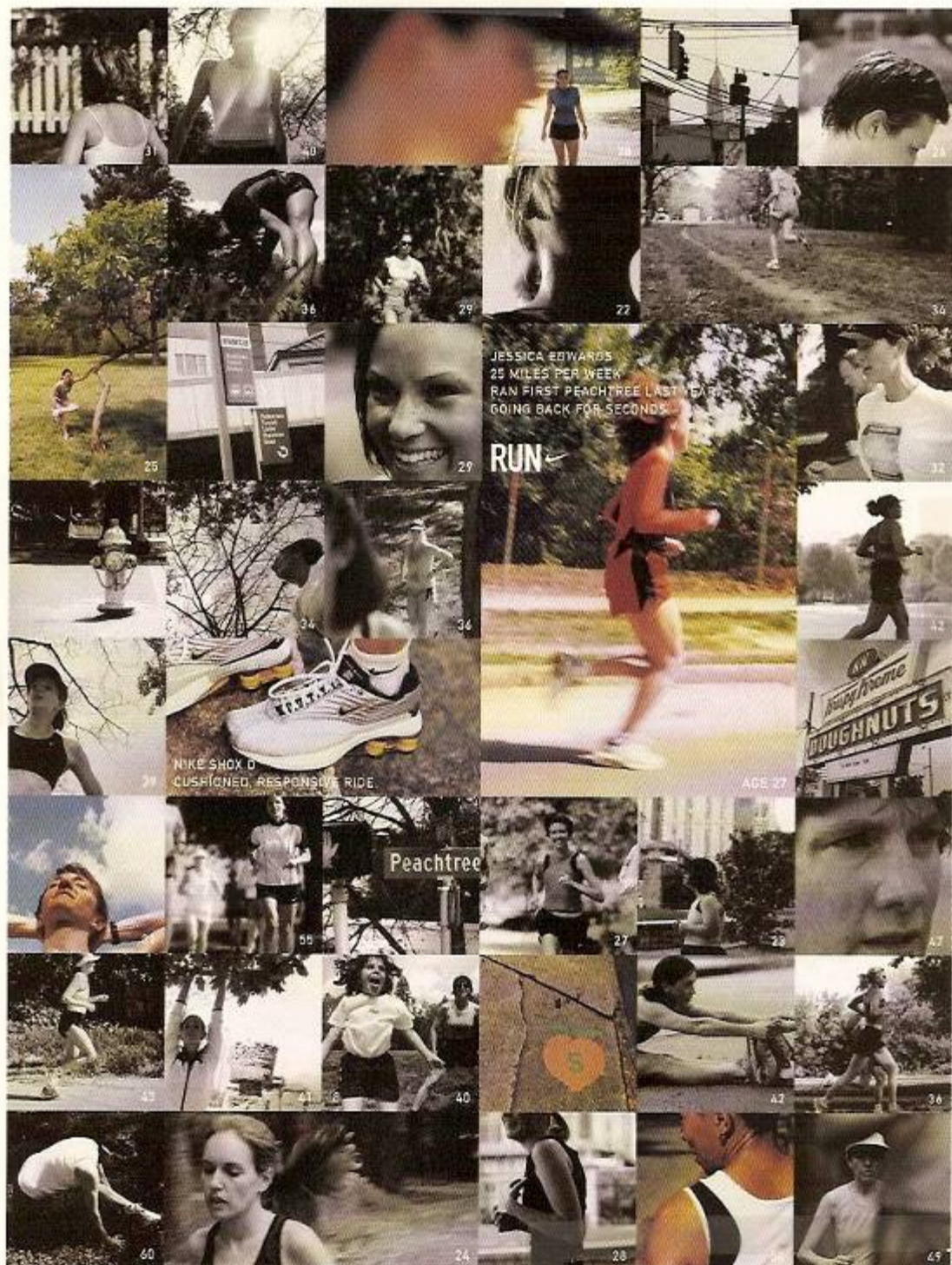
Circus

THE SUBARU BAJA. THE WORLD'S FIRST MULTIPLE-CHOICE VEHICLE.



WE PUT A LOT INTO THE NEW BAJA. WHAT YOU PUT INTO IT IS ENTIRELY UP TO YOU.

Circus



ALL AGES PREPARING FOR PEACHTREE.

NIKERUNNING.COM

Copy Heavy

Lots of text. This format is much more formal than others and is frequently used to promote expensive products and services (banking, automobiles, investments).

What is being said is too complex to be presented with a photo and simple slogan. Graphic devices such as subheads, rules, and initial caps should be used to break up the text.

Copy Heavy

You don't settle
when it comes to a guy.

Why settle when
it comes to the Pill?

You owe it to yourself to talk to your doctor about Yasmin®.

The Yasmin birth control pill is a low-dose pill that's proven to be over 99% effective at preventing pregnancy. But there's more. Yasmin contains a different kind of hormone, which makes it a different kind of pill. One that may work with your body chemistry. And Yasmin can help when it comes to that time of the month. It can help give you shorter, lighter periods, regulate your cycle, and even reduce cramps. So check out our website at www.yasmin.com/luu or call 1-800-473-6262, and don't forget to ask your doctor about the fastest growing birth control pill. Remember, you've got a right to be picky when it comes to both your pill and your man.



YASMIN®
(drospirenone 3.0 mg and ethinyl estradiol 0.020 mg) tablets

Yasmin. The difference a little chemistry can make.

What makes Yasmin different from other birth control pills? It contains a different type of progestin, which may increase potassium. For healthy women this is not a problem. *How can you be sure Yasmin is safe for you?* Consult your doctor. You should not take Yasmin if you have kidney, liver or adrenal disease because this could cause serious heart and health problems. *What drugs could interfere with Yasmin?* Potassium-increasing drugs. Tell your doctor if you are on daily, long-term treatment for a chronic condition with any of the following: NSAIDs-ibuprofen (Motrin®, Advil®), naproxen (Naprosyn®, Aleve®, and others) when taken long-term and daily for arthritis or other diseases or conditions, Potassium-sparing diuretics (spironolactone and others), Potassium supplementation, ACE inhibitors (Capoten®, Vasotec®, Zestril®, and others), Angiotensin-II receptor antagonists (Cozaar®, Diovan®, Avapro®, and others), and Heparin. Women who take any of the preceding drugs every day should have their potassium level checked in the first month of taking Yasmin. *What are the risks involved with taking any oral contraceptive (OC)?* OCs can be associated with increased risks of several serious side effects, and do not protect against HIV infection or other STDs. Women, particularly those 35 and over, are strongly advised not to smoke due to the risk of serious cardiovascular side effects. See patient package insert on reverse side.

Copy Heavy



Aiding Government Decision Making through a Focus on Content, Process and Connectivity

By Jim DeFeroni

Summary: *To a great extent, the quality and quantity of decisions made by government agencies determines their effectiveness. To deliver faster, better and more cost-effective services, government must streamline processes and share vital data across organizational boundaries, providing a rich context for dynamic and collaborative decision making.*

Enterprise Content Management (ECM) is no stranger to the public sector; many public sector agencies were among its first adopters. ECM has allowed government agencies to realize productivity improvements and cost savings, provide increased access to services for constituents and adhere to new mandates such as heightened privacy and security standards. Today, however, many forces are converging to make ECM a strategic imperative for government.

A number of demographic forces are at work affecting public sector agencies. Some 75 million baby boomers are just now beginning to enter retirement and the government workforce is not immune – 50 percent are now eligible for retirement. This decrease in tax revenue plus an impending thinning of public sector ranks means government entities are becoming more resource-constrained, yet are faced with an ever-increasing workload.

Aside from needing to do more with less, government agencies are tasked with providing constituents with easier access to services and faster turnaround, giving rise to "self-service" online applications. Perhaps the greatest need, however, in the quest for making government more efficient is the need for optimized decision making, faster response times and better coordination of services. This was never made more apparent than in the days following the events of September 11.

Hundreds of thousands of times, each and every day, critical decisions are made that define an agency's very existence. These decisions affect the public's health, safety and welfare. Social Security and Welfare appeals are considered, police and fire personnel are dispatched, day care and elderly care facilities are licensed. The methods of arriving at decisions and the outcomes of these decisions have a significant impact on the effectiveness and reputation of government entities.

Making quick, yet enlightened, decisions requires a focus on content, process and connectivity. Imagine an agency that has a handle on all of its content yet no processes in place to execute business decisions based on this content. Now consider the flipside: an agency that has comprehensive processes in place, yet lacks the ability to capture and manage the content critical to providing the right context for decision making.

By bringing content, process and connectivity together, ECM enables better and faster decision making in a number of ways. First, it allows government agencies to apply business rules to automate processes, reducing the need for human intervention in routine or low-risk decisions. This enables these agencies to apply valuable human resources when and where they can add the most value to the decision-making process.

Additionally, ECM aggregates the right content and delivers it to the right people, at the "critical moment" when a decision must be executed, so they have all the information necessary to make real-time decisions. This also substantially reduces the likelihood that employees will make poor decisions, helping the agency manage exposure to risk.

Editorial

Intended to closely resemble an article from the publication. Research shows that readers are more likely to read the editorial content of a publication than they are to read the ads.

Usually the word “advertisement” is printed somewhere on the page.

Editorial

- ADVERTISEMENT -



Our reputation stands behind them.

Great sound. Small size. No compromise.

With more than 30 years of industry-leading innovation, Bose® has created three acoustic waveguide products that are favorites of audio critics and music lovers alike. After experiencing their award-winning sound, compact size and intuitive simplicity, you'll understand why Bose is considered the most respected name in sound.

Rich sound from our top-of-the-line integrated system.

Why settle for the big and bulky components of an ordinary stereo when you can enjoy the extraordinary sound of a sleek, all-in-one music system? The Acoustic Wave® music system includes an AM/FM tuner, a CD player and something you won't find in any conventional stereo – our acoustic waveguide speaker technology. Much as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces rich, room-filling sound from a small enclosure. In fact, when we first introduced the Acoustic Wave® music system, *Stereo Review* said it had “possibly the best-reproduced sound many people have ever heard.” Hard to believe the entire system is the size of a briefcase.

You'll hear the difference the very first time you turn on the Acoustic

Wave® music system. Patented Bose technology gives your favorite CDs and radio programs a clarity and richness that will astound you. And with our credit card-sized remote, you can control this award-winning sound from the palm of your hand. With all this, it's no wonder many people use it as their primary stereo.

Even smaller systems for even smaller spaces.

Wish you had great sounding music in your bedroom or office? Try the Bose Wave® radio, with or without the built-in CD player. It utilizes a smaller version of our acoustic waveguide speaker technology to give you sparkling high notes, rich deep low notes and a clarity that's remarkable for something its size. The *Oregonian* said that the Wave® radio/CD “remains one of those little unexplained miracles of acoustic physics.” Our original Wave® radio is designed just as impressively. Other features include dual alarms, a credit card-sized remote control and six AM and six FM station presets.

Call and make 12 interest-free payments.

Take advantage of our payment plan and make 12 interest-free monthly payments.* And be sure to ask about

our **free shipping** offer. Choose the Acoustic Wave® music system, our premium waveguide product, and we'll send you a Bose Multimedia Pedestal with inputs for your TV, VCR, DVD player and another music source – absolutely free. And no matter which waveguide product you choose, our 30-day risk-free in-home trial guarantees your satisfaction.

So let Bose put an acoustic waveguide product in front of you. And hear all that stands behind them.

**Order the Acoustic Wave® system
by Dec. 31, 2002 and get a
FREE Pedestal – a \$149.95 value.**

**Call today,
1-800-725-2073, ext. C1003.**

*All three products are available in your
choice of Graphite Gray or Platinum White.*

For information on all our products:
www.bose.com/c1003

Mr./Mrs./Ms.		
Name (Please Print)		
Address		
City	State	Zip
Daytime Telephone		Evening Telephone
Mail to: Bose Corporation, Dept. DWG-C1003, The Woodfin, Framingham, MA 01701-9168		

BOSE®
Better sound through research®

©2002 Bose Corporation. Patent applications and/or pending. The Wave® radio and Acoustic Wave® music system designs are design trademarks of Bose Corporation. *Monthly payment plan, free shipping and free Pedestal offer not to be combined with any other offer or applied to previous purchases. Your credit card will be debited each month with no interest charges from Bose. Credit card and cash payment may apply. Payment plan available on credit card purchases only and subject to change without notice. Risk-free return: 30-day trial offer only. Source: John Hirsch, *Wired* Review, 9/99; Wayne Thompson, *Oregonian*, 5/00.

Editorial



CAN I HAVE YOUR JOB?

PROMOTION

PHOTOGRAPH BY STEPHEN SCHWARTZ

Forget rock stars. In Hollywood, hair stylists are the true gods. And since we're all about the most glam jobs possible, we hightailed it to the **Redken Exchange**, where rockin' stylists hone their skills. Read on about Redken Exchange mentors, and visit www.janemag.com/redken for even more of Redken's renowned stylists. You'll have no spilt ends in no time. —Jenny Ryan

REDKEN ARTIST: Kaz Amor (left)

COVETOUS JOB: Red-carpet stylist, salon owner, Redken mentor

THE CELEBS: "I think with celebrities, the key is to make them feel comfortable. If you don't, you can give the best style in the world, but if she doesn't feel good when she goes out on that red carpet, that's it for you."

THE BUCKS: "Who would have thought a hairdresser could make tens of thousands in one day, just blow-drying for the Academy Awards? It's the knowledge that you accumulate over time. But you have to share that information on how to get there with others. That's what we do at Redken."

REDKEN ARTIST: Brent Borreson (right)

COVETOUS JOB: Rock video stylist, session stylist, Redken mentor

FITTING IN: "My inspiration? My hairdresser was having so much fun with my hair. At the time I lived in Knoxville, Tennessee. I had an orange crew cut with black leopard spots...something had to give."

GETTING ADVICE: "I told my guidance counselor I wanted to work in dance, art,

film and music. And he said, 'Whoa, you have to choose one.' And just five years into this career, I started doing hair shows, working on the music, choreographing the girls, etc. And 10 years later, I'm doing rock videos, and then I'm backstage with bands. So, if my guidance counselor is out there listening—you were wrong!"

Inspired to rub well-coiffed shoulders with the mentors at Redken Exchange? Visit www.janemag.com/redken to read more about them, plus get your chance to win a trip to the Redken Symposium this January in Las Vegas. Just remember us when our bangs are too short and we need you.

REDKEN
5TH AVENUE NYC

Editorial

Advertisement

Restful Sleep **Technology**

Scientists adapt NASA technology to create "smart bed" sleep surface

Heat-sensitive material originally developed for the Space Program turns any mattress into a comfortable customized sleep surface.

Turn your mattress into an ideal sleep surface

- Thermo-sensitive visco-elastic foam
- Contours to user's body
- Hypoallergenic
- Space age foam memorizes your body's shape for a better night's sleep
- Promotes proper spine positioning
- Provides comfort to those with insomnia or back pain



"I saw this product in a magazine ad and decided to give it a shot. It is terrific and has made a huge difference in the quality of my sleep time." I compared it to other visco-elastic products costing more than 10 times as much and found your product to be a superior value. My wife has also benefited from this product."

—Chris M., California

Results not typical

Just because you are asleep, you shouldn't assume that you are getting the proper amount of rest. Tossing and turning in bed can diminish the value of your sleep. What's more, some mattresses fail to support your spine properly, which can result in increased pressure on certain parts of your body. Now, one of the world's leading manufacturers of foam products has developed a material that can actually change the way you sleep. The material is a visco-elastic foam, and it is the key to the Structure™ Memory Foam Mattress Topper.

Does your mattress have "body memory?"



The open-celled, visco-elastic construction of Structure™ foam enables it to automatically sense your weight and temperature, and responds by molding to your body's exact shape and position. This means that whether you sleep on your back, stomach or side, your weight is evenly distributed and your spine remains in a neutral position.

Space age sleep technology.

Originally developed by the Space program researchers to increase the comfort of astronauts during flight, visco-elastic foam represents a quantum leap in bedding technology. The open-celled construction of Structure™ Memory Foam creates a mattress with a memory.

Affordable and comfortable. You can spend thousands of dollars on a new mattress, but why do it? The Structure™ Memory Foam Mattress Topper can turn your existing mattress into an ideal sleep surface. The visco-elastic foam is 2 inches thick, which is an ideal thickness for providing comfort and retaining shape over time. When you lie down on this amazing material, the heat and pressure sensitive foam reacts to your body's weight and temperature, so that it molds to your exact body shape. This means that whether you sleep on your back, stomach or side, your spine remains in a neutral position. Other surfaces support your body at the shoulders, hips and legs only. This causes your spine to sag in other areas, which can often result in discomfort, and even back pain. You'll wake up rested, relaxed and ready to take on the day. Anyone who suffers from insomnia and back pain...can benefit from this technology.

Heavyweight mattress pad included.

Included with the Memory Foam Mattress Topper is a fitted mattress pad. It's heavyweight and quilted, and made of 200-count 100% cotton with a 15-inch deep fitted spandex skirt to fit a mattress up to 21 inches thick. The size of the mattress pad is determined by the size mattress topper you order.



Try it for yourself. This Mattress Topper can change the way you sleep. Promote proper spine positioning, while enjoying relief from insomnia and back pain. It comes with a five-year manufacturer's limited warranty and TechnoScout's exclusive home trial. Try this product for 30 days and return it for the full purchase price if not satisfied, less shipping and handling.

NASA does not endorse the Memory Foam Mattress Topper

☐ Yes, I want to take advantage of the latest bedding technology!

Structure™ Memory Foam Mattress Topper: Sizes Twin through California King with prices starting as low as 3 easy credit card payments of

3P-2454\$49.95 each + S&H

Please mention promotional code 21489.

For fastest service, call toll-free 24 hours a day

800-231-3511

*For mail-in orders, please call for individual cost of the various sizes along with shipping and handling. To charge to your credit card, enclose your account number and expiration date.

Virginia residents only—please include 4.5% sales tax.

"Structure" is a trademark of the Carpenter Co.

LATEST...GREATEST...NEATEST...COOLEST
You can see hundreds of high-tech products at www.technoscout.com

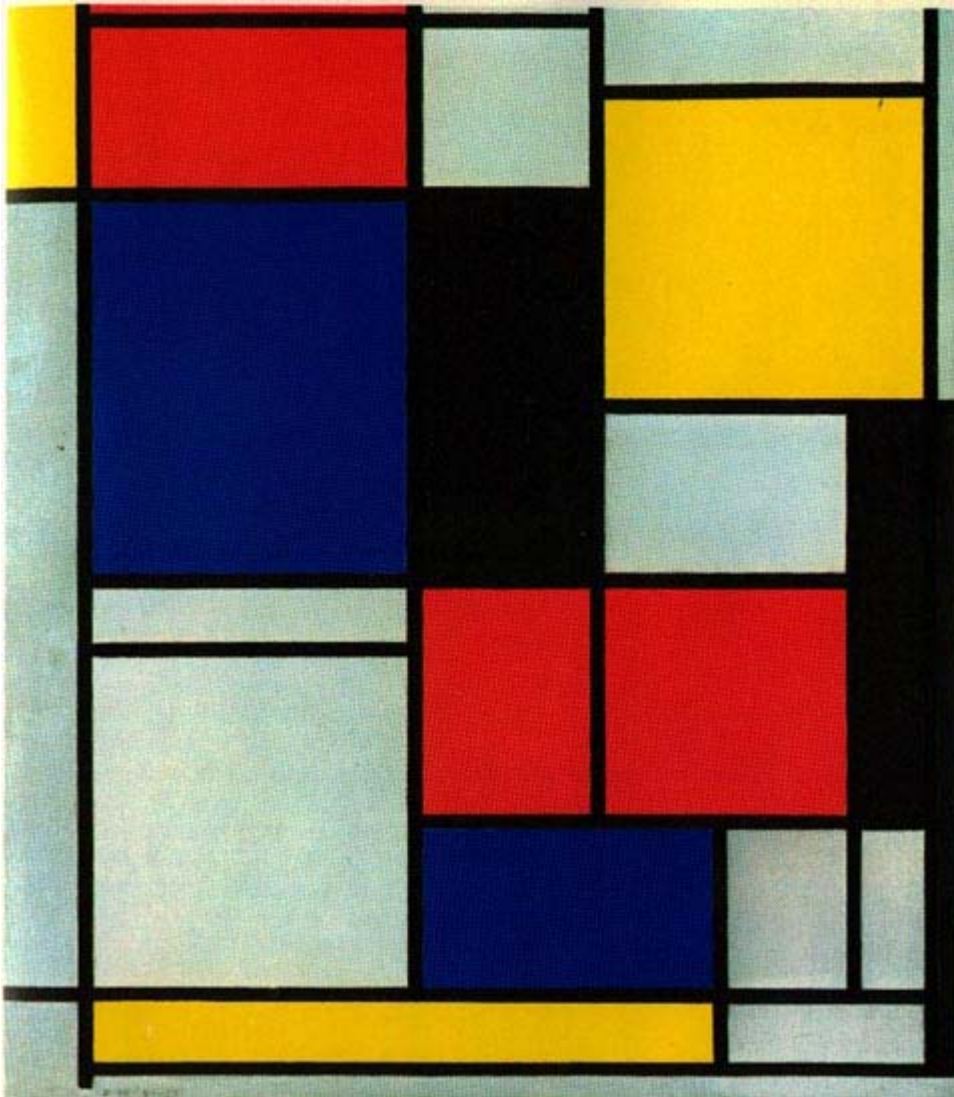
TECHNOScout.
1998 Ruffin Mill Road
Colonial Heights, VA 23834

30025

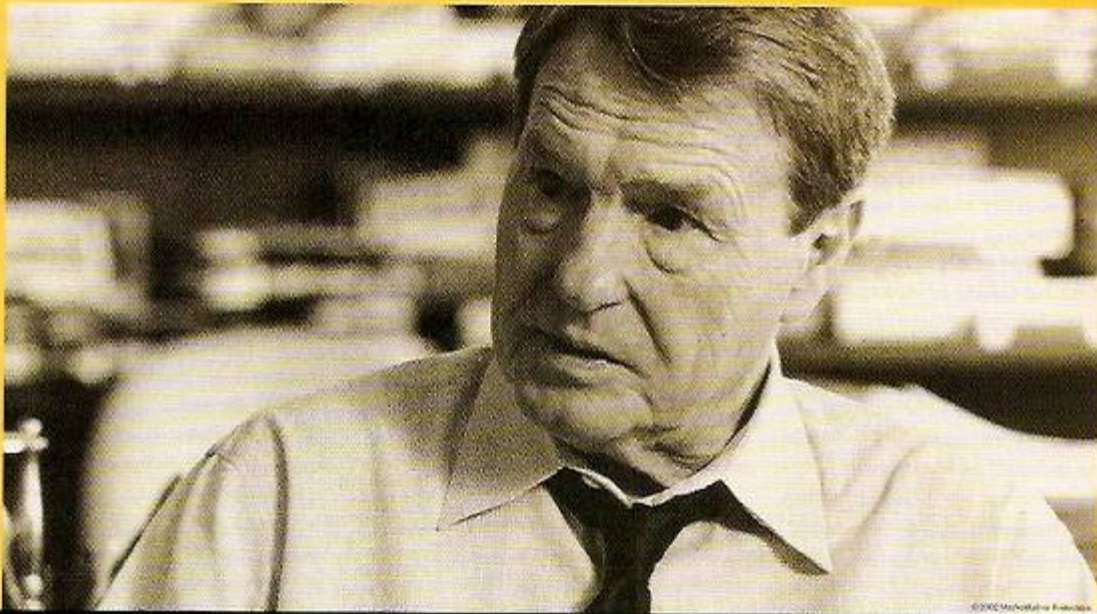
Mondrain

Rectangular constructions based on the paintings of Dutch painter Piet Mondrain. Much of Mondrain's work used primary colors in addition to B&W.

Mondrain



Mondrain



WHEN WAS THE LAST TIME A NEWS SHOW TUNED YOU IN?



The NewsHour with Jim Lehrer goes farther to connect viewers with the defining issues of our day. Here are the major stories, delivered with depth and clarity. Newsmaker interviews, field reports, panel discussions and more—take viewers beyond the what to the why. Don't just watch the news. Get the news, weeknights on PBS. **THE NEWSHOUR. A WORLD OF DIFFERENCE.**

The
**NEWS
HOUR**
with Jim Lehrer



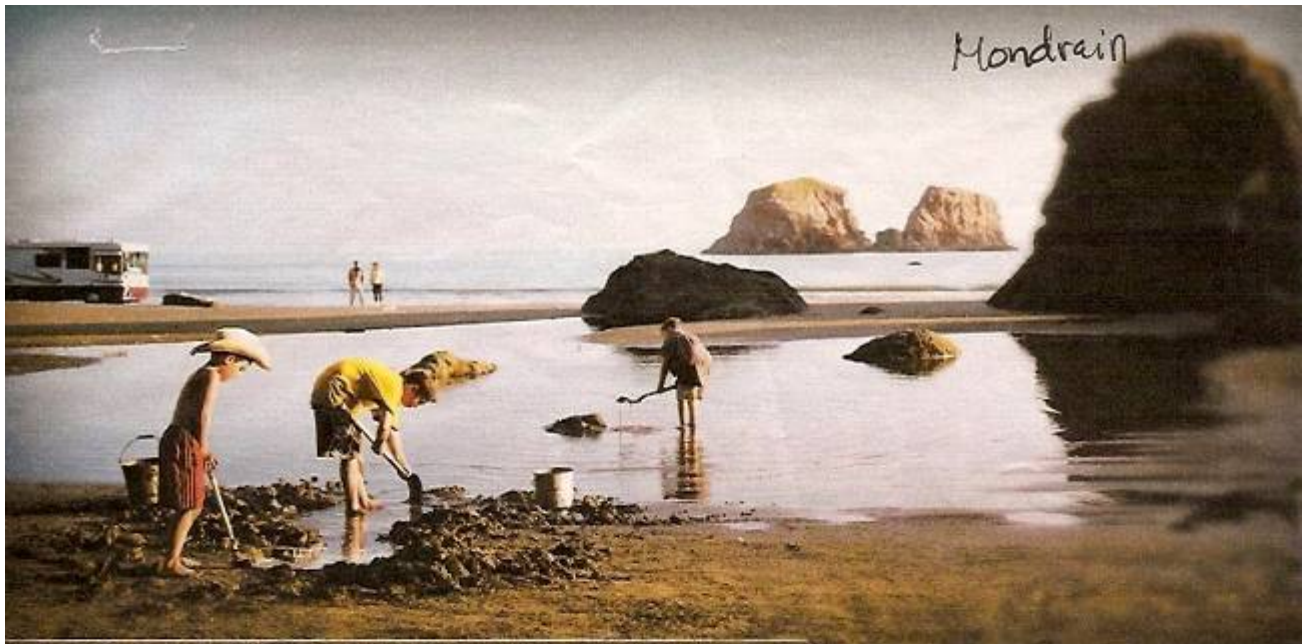
protiviti[®]
CORPORATE RISK SERVICES



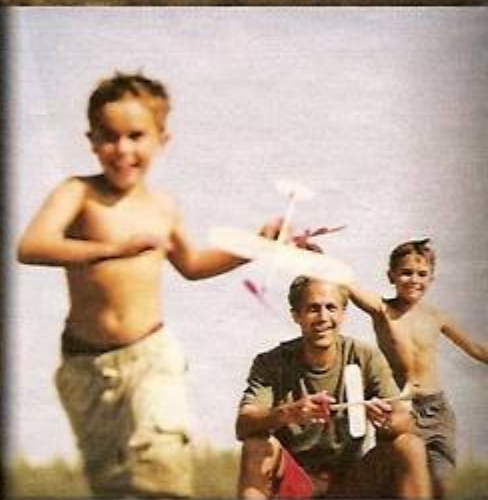
TONIGHT ON PBS. CHECK LOCAL LISTINGS.



Mondrain



SAND, SALT WATER
AND SUN ARE PERFECT
FOR BURYING STRESS,
DEADLINES AND WORRY.



Find a great big shovel. A snorkel. A raft. And an ocean of waves to kick, surf and slosh around in till dinner. At your own leisure, of course. It's time to Go RVing. Call now for a free video and visit an RV dealer. Go on, **PURSUE YOUR PASSIONS**.
1-888-Go RVing or GoRVing.com



Mondrain

You can have *anything*
and *all you want* is tuna fish.



Eighty pounds pulled fresh from the ocean.
How would you like it? Baked? Broiled?
Crispy with tempura batter? At the hands of our
Executive Chef even the humble tuna fish
sandwich is transformed into a culinary delight.
If you want something special, you only
have to ask. Which could be why readers of
Condé Nast Traveler and *Travel + Leisure* have voted
us "World's Best Large-Ship Cruise Line"
for six years in a row. Come sail aboard
Crystal Cruises and you will agree:
It's a wonderful world.®

*For cruise values that might surprise you, call your
travel agent. Or for a copy of our latest brochure, call us at
1-800-820-6663 or visit www.crystalcruises.com.*

CRYSTAL  CRUISES



Jürgen Klocker, Executive Chef



World Cruise • Europe • Asia • South America • Panama Canal • Alaska

Multipanel

Uses several panels of equal size to tell a narrative, compare, or display multiple benefits. It tells a story or points out several features of a product. It is best for products that have some depth and that require illustration or exemplification.

Multipanel



Yamaha Raptor Stage 1 Xccelerator



Suzuki Z-400 Stage 1 Xccelerator



Honda 400 EX Stage 1 Xccelerator

THE STAGE 1 XCELERATOR™



Polaris Scrambler Stage 2 Xccelerator



Suzuki Z-400 Stage 2 Xccelerator



Honda 400 EX Stage 2 Xccelerator

THE STAGE 2 XCELERATOR™



*Yamaha Raptor Stage 3 Xccelerator
(HP2 Complete System)*



*Honda 400EX Stage 3 Xccelerator
(HP2 Complete System)*

THE STAGE 3 XCELERATOR™

DG's new design of Extractor Discs creates a negative wave (or slight vacuum) in the pipe that aids in extracting the last of the burned combustion products from the cylinder head. This translates into more power for you. The Extractor Discs feature the largest perimeter of any disc system.



Voice: 866-630-5424 • CA: 714-630-5471 Fax: 714-630-7396 Web site: www.dgperfor.com

1230 La Loma Circle, Azusa, CA 91701 ©1999 DG Performance Specialists, Inc. Prices subject to change without notice

Multipanel

WARNING:

TRY THIS ONLY AT HOME.
DO NOT ATTEMPT TO LOWER
TOO MUCH. DOING SO WILL
RESULT IN NUDITY.



gasoline®

down2there
adjustable low rise
jeans

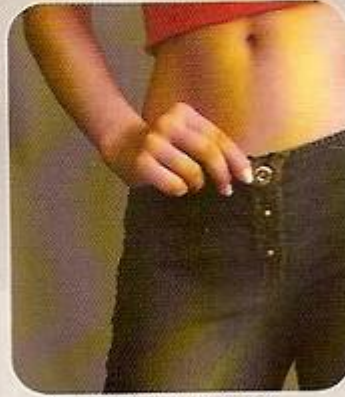
INSTRUCTIONAL MANUAL

7 EASY STEPS!

FOR THE NEW GASOLINE
"DOWN2THERE" ADJUSTABLE
** LOW RISE JEANS **



1. BEGIN WITH JEANS IN FULL UPRIGHT POSITION.



2. UNHOOK BUNGEE LOOP FROM SNAP.



3. SLOWLY PULL ON BUNGEE CORD.



4. CONTINUE UNTIL FABRIC BEGINS TO "BUNCH DOWN"



5. PULL DOWN TO DESIRED LEVEL OR "EFFECT."



6. KEEP RISE IN PLACE BY LATCHING BUNGEE LOOP ONTO A SNAP.



7. ENJOY! AND WEAR AS OFTEN AS YOU LIKE.

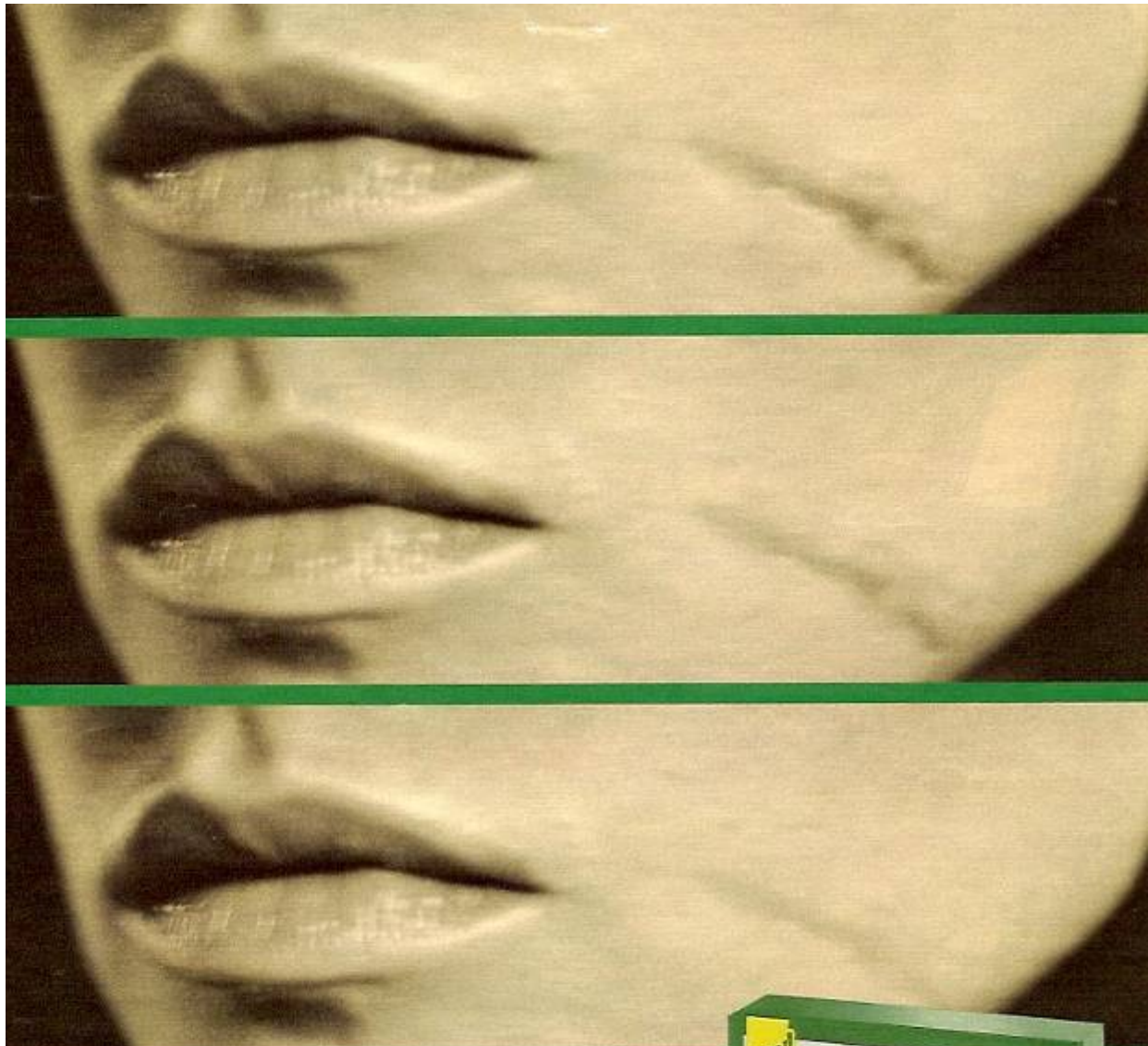
AVAILABLE @

- Rich's
- GADZOOKS
- Charlotte Russe



gasoline®

Multipanel



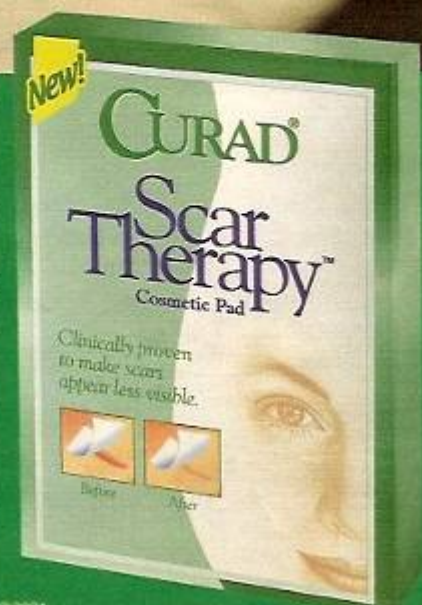
See how your life can change.

Scars are a fact of life. But now there's a way to make them appear less visible. New **Curad Scar Therapy** Cosmetic Pads are clinically proven to make scars appear softer, smoother, flatter and closer to your skin's natural color.

Trust Curad to help, just as it has for generations. Sure, scars may be a fact of life, but they don't have to be so obvious. And that's a change for the better.

CURAD. WE HELP HEAL.

www.curadusa.com



Simulated photo based on actual clinical results after 8 weeks of use. Results vary. BDF***Bellerdorf ©2001

Ogilvy

These ads closely follow the typical information processing hierarchy: Art, header, copy, logo. The goal is to make processing as easy as possible for the reader and thus avoid barriers of any kind. Typically serif type is used for copy and almost always black on white.

This style was developed by David Ogilvy. Anyone in the PR or advertising profession should be aware of his work.

Ogilvy

"Live your life
and forget your age."

-NORMAN VINCENT PEALE



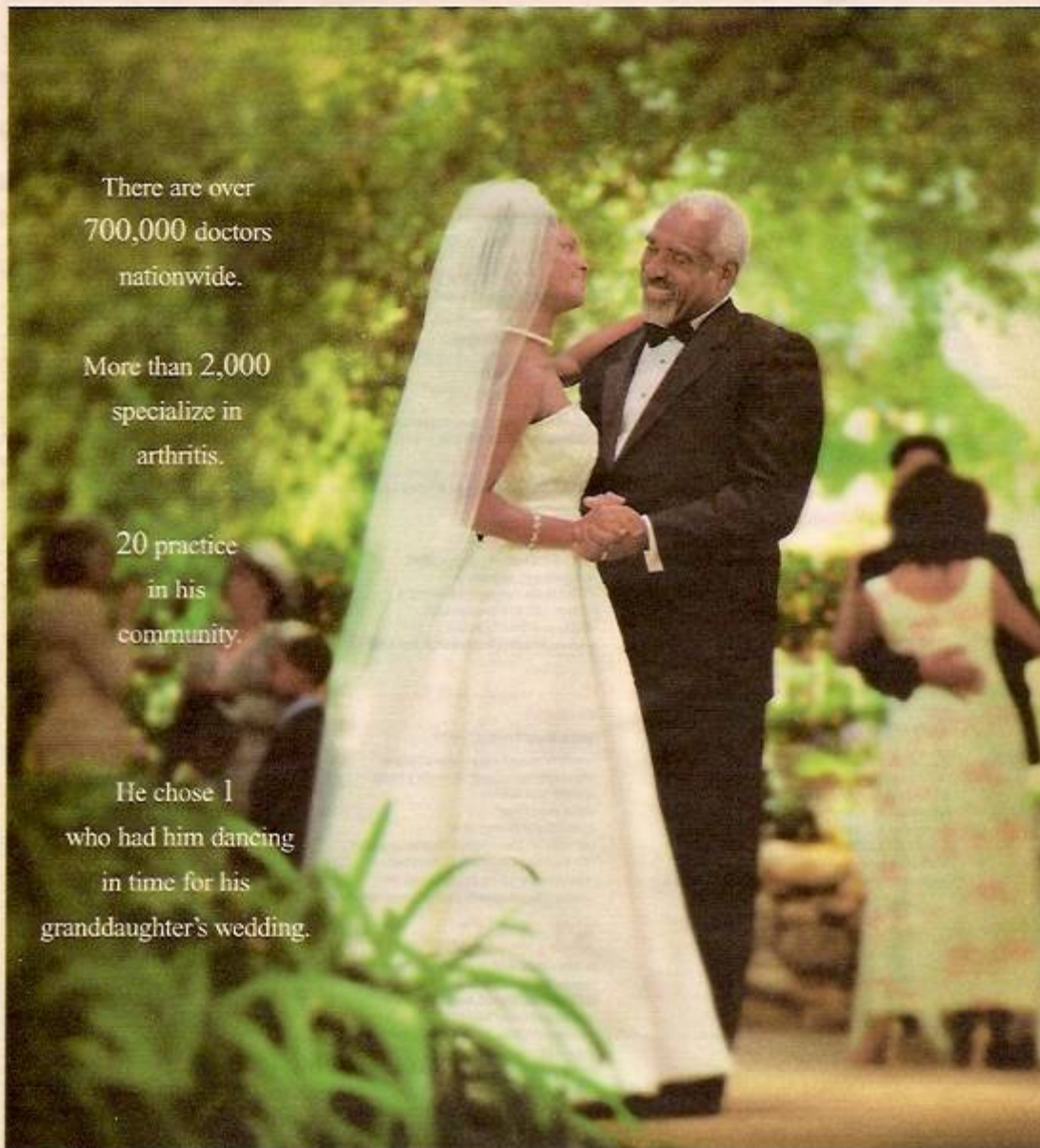
Forget cat years. Start thinking in Iams Years.

People talk about cat years - how cats age seven times faster than we do. But you can reduce an effect of aging on your cat, by feeding him Iams every day. Iams Active Maturity will help restore vital cells and return his immune system to that of a younger cat, to help him stay healthier for longer. Wouldn't you want Iams Years for the life of your cat? Contact us at iams.com or 1-800-525-IAMS.

©The Iams Company 2002

IAMS 
Good for Life™

Ogilvy



There are over
700,000 doctors
nationwide.

More than 2,000
specialize in
arthritis.

20 practice
in his
community.

He chose 1
who had him dancing
in time for his
granddaughter's wedding.

Making health care decisions just got easier.

Introducing 1-800-MEDICARE, your source for health care information. We'll help narrow your search for Medicare doctors in your area. Talk to our representatives 24 hours a day to find doctors, or compare health plans, prescription drug programs and nursing homes. So you can find the one that's right for you. And get back to doing what's important. Like dancing with your favorite partner.



1-800-MEDICARE
Helping you help yourself.



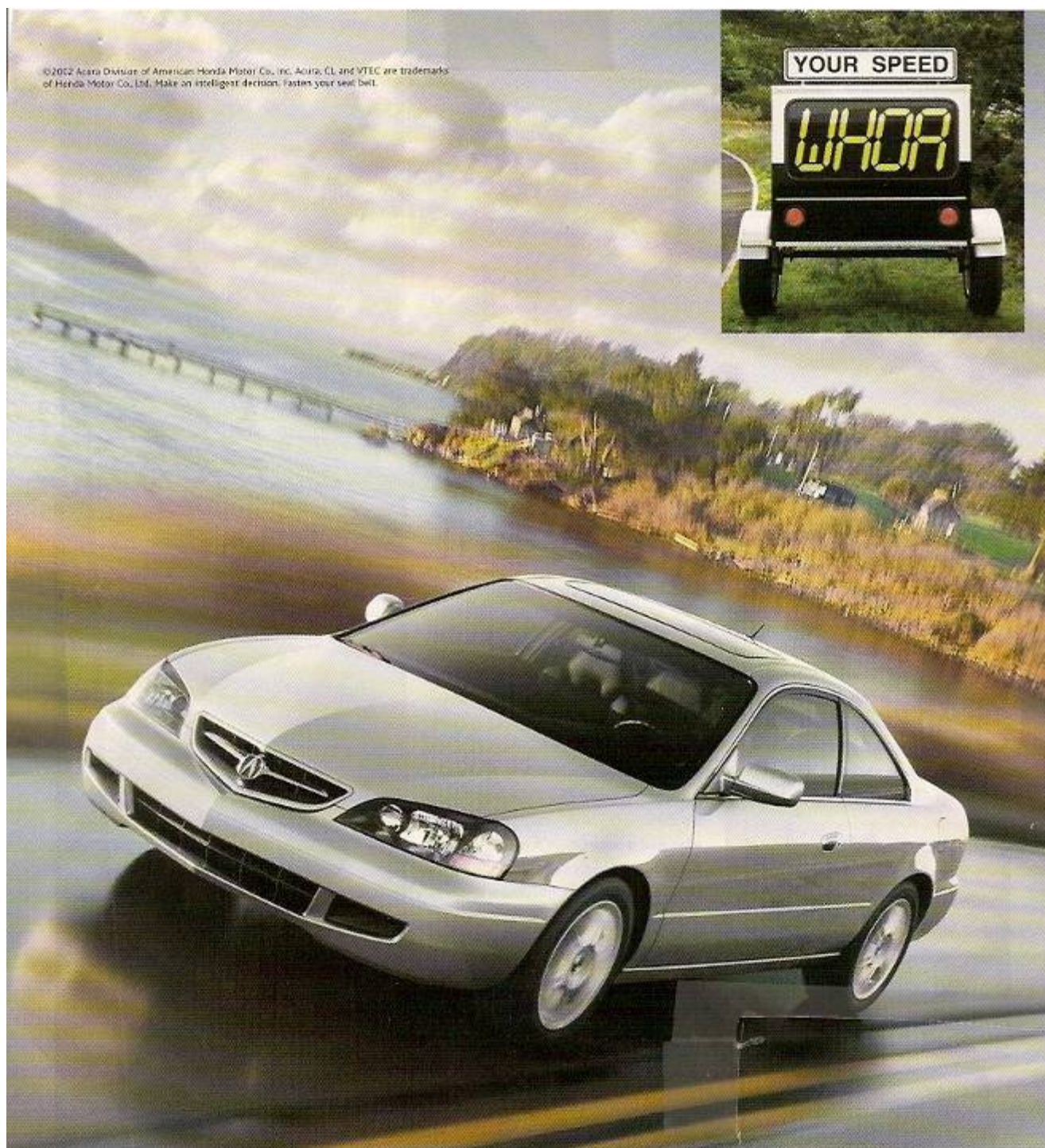
1-800-MEDICARE (1-800-633-4227)


www.medicare.gov

TTY 1-877-486-2048

Ogilvy

©2002 Acura Division of American Honda Motor Co., Inc. Acura, CL and VTEC are trademarks of Honda Motor Co., Ltd. Make an intelligent decision. Fasten your seat belt.



Introducing the 6-speed, 260-hp Acura CL Type-S. A quick-shifting 6-spd. manual transmission. Wow. A powerful 3.2-liter VTEC™ engine. Sweet. A race-inspired suspension. Yeah. And a leather-trimmed interior with deeply bolstered sport seats. The CL Type-S. (Your exclamation goes here.) Call 1-800-TO-Acura or visit us at acura.com.  **ACURA**

Picture Window

The visual is dominant in this format as well. This is the most widely used format and is especially popular with image advertising. The size of the art is generous, sometimes filling the entire or even bleeding off the edges. Headlines are often reversed, and copy is scant and generously leaded (space between lines of text.)

Picture Window

Whoever said getting there is half the fun
didn't have to get there with a three year old.

Search for **shortest flights**

Sometimes the best way to get there is the fastest way to get there. Expedia lets you sort your flight options by shortest flights, arrival times, lowest price, and you can change your search without using the back button. Easy and secure transactions backed by 24-hour customer support. It's never been easier to find the trip you're looking for.

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Don't just travel. Travel Right.

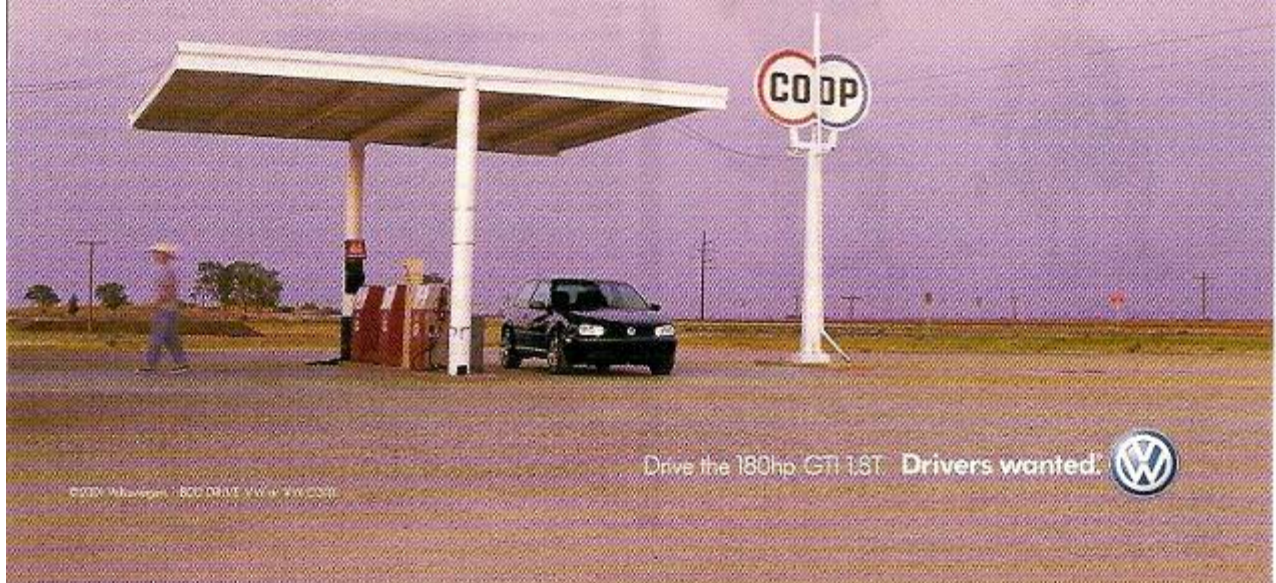


You can also find us under "Travel on **msn**"

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Picture Window

Swipe the debit card.
Pump the gas, buy the jerky,
close the door and go.

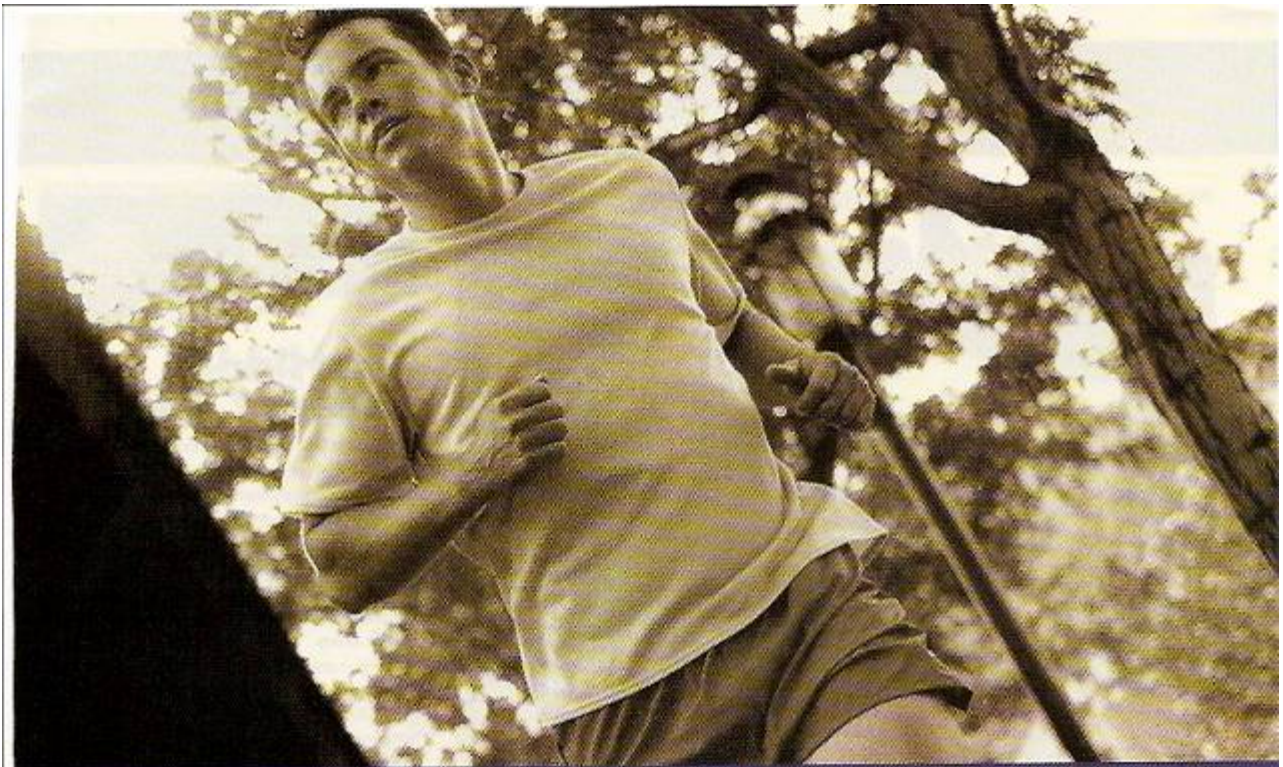


©2004 Volkswagen. 800 DRIVE VW or VW.COM

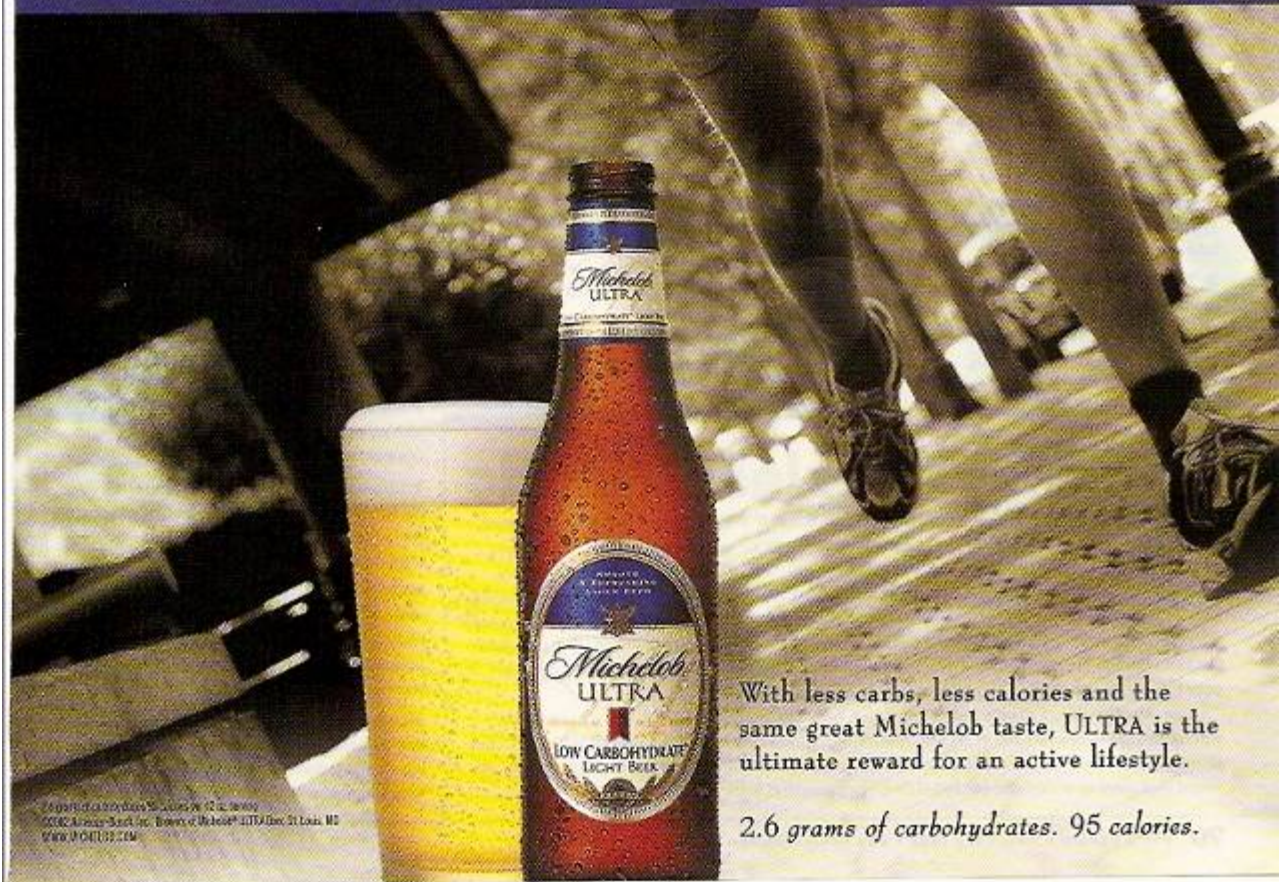
Drive the 180hp GTI 1.8T. Drivers wanted.



Picture Window



Lose the carbs. Not the taste.



With less carbs, less calories and the same great Michelob taste, ULTRA is the ultimate reward for an active lifestyle.

2.6 grams of carbohydrates. 95 calories.

2.6 grams of carbohydrates per 12 oz. serving.
©2002 American-Bevco, Inc. Bottlers of Michelob® ULTRA Beer, St. Louis, MO.
www.pch133.com

Rebus

Replaces words with pictures. It is basically a pictographic approach to design, but it can be very involved and complex. Copy wraps around or surrounds art.

Good for youthful audiences.

Rebus

SPIDER-MAN REBUS

A rebus is a story that uses pictures and words.
When you come to a picture, say the word out loud.



WINDOW



WALL



SPIDEY



BETTY



JAMESON







BALLOONS







GIFTS


One day,  was on a .  heard  say,

"We must hide!" "Hmmmmm," said . "Why hide?"

 looked in the . He saw some . He saw some



. He saw . Then a door opened. In walked .

"Surprise!" said the people. "Thank you," said . "Now,
get back to work!"

"Now I know why the people were hiding," said .

DO YOU KNOW TOO? WRITE THE REASON HERE.



-  Make up your own rebus. Ask a friend to read it.
-  Act out your story as someone reads it out loud.

Rebus

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nabiscoworld.com/RITZ



Now with peanut butter and grape jelly flavor.*
Smooched between two tiny Ritz. Real Food. Real Fun.

*Natural and Artificial Grape Jelly Flavor



Rebus

(late night)



(early meeting)



(suit required)



Silk Effects+

With Silk Effects+ it all adds up to easy shaving. A convenient shower hanger keeps your razor and blades in one place. Guard wires help prevent nicks. So you can shave quickly and easily, and start your busy day in no time.

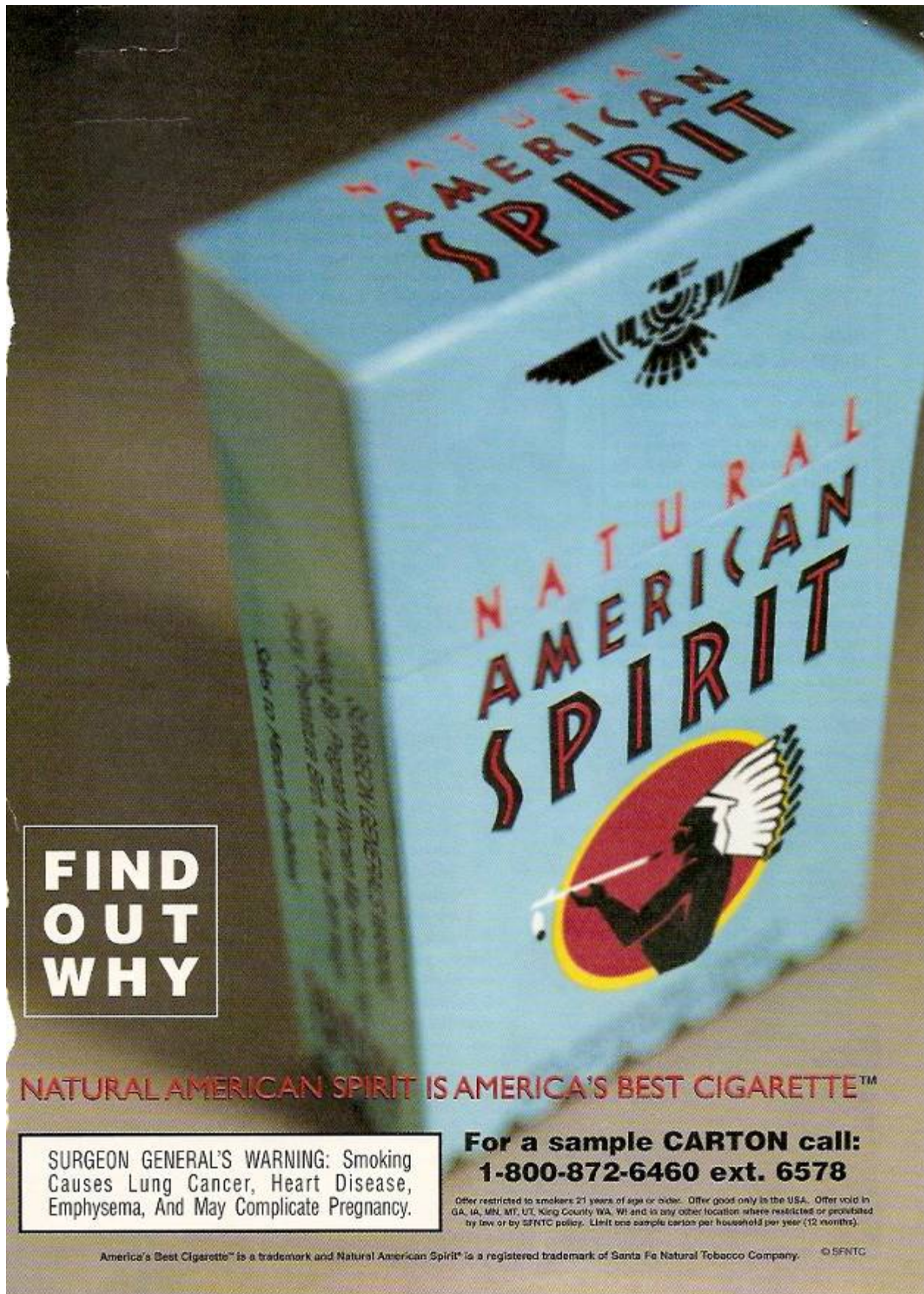
Schick® Silk Effects+ Shaving Made Easy!

Silhouette

The visual is the dominant feature. There are no background images to detract from the dominant subject.

Frequently used to sell a specific product or a product's visual features (watch, computers, perfume).

Silhouette



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OUT
WHY**

NATURAL AMERICAN SPIRIT IS AMERICA'S BEST CIGARETTE™


**For a sample CARTON call:
1-800-872-6460 ext. 6578**

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Offer restricted to smokers 21 years of age or older. Offer good only in the USA. Offer void in GA, IA, MN, MT, UT, King County WA, WI and in any other location where restricted or prohibited by law or by SFNTC policy. Limit one sample carton per household per year (12 months).

America's Best Cigarette™ is a trademark and Natural American Spirit® is a registered trademark of Santa Fe Natural Tobacco Company. © SFNTC

Silhouette




Weber/Leitz/Zeiss

"Look closer, be faster, get the better story."

Hands: Christopher Forbes, Vice Chairman Forbes Inc.

Tool: LEICA DIGILUX 1

www.leica-camera.com

 my point of view

Silhouette

