

# Book Commercial Form

Name of copywriter for this ad \_\_\_\_\_ Date \_\_\_\_\_

Media to be used: Radio, television, magazine ad, newspaper ad, other

The Book to Be Advertised \_\_\_\_\_

Important Characters \_\_\_\_\_

Important Points \_\_\_\_\_

Art for the ad:

My opening question: \_\_\_\_\_

\_\_\_\_\_

Details for the middle: \_\_\_\_\_

\_\_\_\_\_

An ending that will sell this book! \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_