

Student Name: _____ Period: _____

Date: _____

PUBLICATIONS CHARACTERISTICS

Directions: Use the graphic organizer to describe the characteristics of a business card, letterhead stationery, a flyer, a newsletter, and a brochure. Use a unique symbol to indicate similarities among the publications.

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| <p>Flyer</p> <ul style="list-style-type: none"> ▪ Printed on one page ▪ Distributed as an email attachment, displayed on bulletin boards or telephone poles. ▪ Usually short-term ▪ Usually displays date, time, location of and event ▪ Used to advertise or provide information | <p>Newsletter</p> <ul style="list-style-type: none"> ▪ Usually keyed in columns ▪ May require one or more pages ▪ Usually prepared for a specific organization, company, or group to provide updates and information about group members. |
| <p>Business Card</p> <ul style="list-style-type: none"> ▪ Contains contact information ▪ Usually contains a logo ▪ Usually printed on cardstock ▪ Used as a remembrance | <p>Letterhead Stationery</p> <ul style="list-style-type: none"> ▪ Contains contact information in the header and sometimes in the footer ▪ Usually contains a logo ▪ Used to identify a company or organization and the design scheme used is similar for all publications they produce. |
| <p>Brochure</p> <ul style="list-style-type: none"> ▪ Usually printed on high quality paper ▪ Information is of longer-term than a flyer ▪ Uses color and graphics ▪ Requires more than one page ▪ Printed in bi-fold, tri-fold, or booklet form ▪ Used to advertise or provide information | |