

# Historic Advertisement Analysis Worksheet

Names of Students \_\_\_\_\_  
\_\_\_\_\_



## Basic Publication Information

1. Title of Publication \_\_\_\_\_ 1 pt.
2. Date of Publication \_\_\_\_\_ 1 pt.
3. Page of Advertisement \_\_\_\_\_ 1 pt.

## Geographic Information

1. City and County of Publication \_\_\_\_\_ 2 pts.
2. Exact Location (Use an online atlas or the following Web site to find exact location:  
<http://www.lat-long.com/>. Record in decimal form.)  
Latitude \_\_\_\_\_ Longitude \_\_\_\_\_ 2 pts.
3. Relative Location  
Direction/Approximate Distance from Your Town \_\_\_\_\_ / \_\_\_\_\_ 2 pts.

## Formal Analysis

1. Describe the featured product or service.  
\_\_\_\_\_  
\_\_\_\_\_ 2 pts.
2. What social, physical, and economic need does the product or service meet?  
\_\_\_\_\_ 2 pts.
3. What group of consumers is targeted in the ad? \_\_\_\_\_ 1 pt.
4. What visual images or symbols (if any) are used in the advertisement?  
\_\_\_\_\_ 1 pt.

5. List all vocabulary words that are unfamiliar or archaic in their usage, and look up their definitions. Write short definitions in your own words. 10 pts.

Word

Definition

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

6. If you wanted to do further online research into the products or services offered in this advertisement, what keywords would you use? List at least four keywords. 2 pts.

\_\_\_\_\_

7. In your own words, what does the advertisement say?

\_\_\_\_\_

\_\_\_\_\_ 2 pts.

8. Why do you think the products or services in this advertisement were important to the people of Colorado at the turn of the last century? 2 pts.

\_\_\_\_\_

9. Would the same or similar products or services be advertised today? If not, why not? If yes, in what format or publication would you see this product (or a similar one) advertised today? 2 pts.

\_\_\_\_\_

10. Would this advertisement have differed from one geographic area to another within the State of Colorado? Why or why not? 2 pts.

\_\_\_\_\_

Please attach a copy of the advertisement to this worksheet.

1 pt.