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## Chapter 20 Print Advertisements

### Section 20.2 Advertising Layout

#### Section Graphic Organizer

**Directions** Use the chart to take notes on tips for developing effective ad layouts.

#### Tips for Developing Effective Ad Layouts

1. Leave white (unused) space. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_