

## Function of advertisement layout.

Layout is the logical arrangement of components of an advertisement in the advertisement copy.

It refers to the overall structure, the position, and assigned to the various elements of the advertisement copy.

It is deciding placement of headlines, copy, illustrations, company name, logo.

The main function of advertisement layout are :-

- (i) Assembling different part :- The



\* Main function of layout is to assemble and arrange the different part or element of an advertisement illustrations, headline, sub-headline, slogans, body text and the identification mark, etc. and border and other graphic materials into a unified + presentation of the sole message.

In all the layout present these elements in the same size, form, shape, position; Layout give both creative idea to the advertiser.

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(ii) Opportunity of modification:- The layout offer an opportunity to the creative teams, agencies management and the advertiser to suggest modification before its final approval and actual construction and production begins.

(iii) Specification for cost:- The layout provide specification for estimating and cost and it is a guide for advertiser to follow in producing the advertisement.