

Full Page Yo, baby! Stand waaay back. I am a *full page ad*. Printers are scared of me - they call me the 'great white'. There ain't no ad like me. You want hard sell? I'll give you hard sell. I'll sell your whole shop. I'll carry ten washing machines, ten tumble driers, fifty cameras and then ask, "Hey, what about those widescreen TVs you wanna shift?" But I'm more than all that. You launching a product? I'll launch your product - I'll launch it into space. You got a picture? Blow it up, I ain't afraid. You got words? Bring 'em on. Big or small, when they're on me, they look important. Because I *announce*. I got the *dimensions*. I am the undisputed heavyweight king of press advertising and I will make your product my queen. Hear me roar. **The Power of Press**

L-shape I'm the new
guy. The weird one.
Attention-seeking.
A bit... crazy. I'm L
for long. L for lovely.
L for L-Diablo. You
know who loves
me? Technology
companies, mobile
phones, anyone
who thinks, like,
different. Because I
own the whole page
without needing one
of those, you know,
ads from the 'square'
community. You're
reading down, dum-
di-dum, thinking
I'm only on one side
of the paper, then BAM! I'm over the other side. I'm everywhere. Isn't
that amazing? Look, look, what am I now? I'm a golf club. Now I'm the tail
of an airplane. I'm a palm tree and a long sandy beach. I'm a new apart-
ment block. Try me - I'm just so comfortable with my shape. **The Power of Press**

35 x 6 (the page killer) Some may think I didn't get enough attention when I was smaller. You know, "His father always worked late; his mother was a drunk" - textbook psycho stuff. Not true. I was *born* to kill. Killing is my job. I'm a paid professional - a contract killer, if you will. I have no mercy and I don't discriminate. I kill whatever's around me. *Kill. Kill. Kill.* All kinds of people have used me to clean up for them: fast food chains, carpet showrooms, manufacturers of hi-fi equipment. Once you hire me, your competitors' days are numbered. I never miss my target. I'm cool and calculating, quick and clean. In and out - job done. Next please. **The Power of Press**

17 x 1 *Hi!* I'll just take a few seconds of your precious time, I'm only a single column ad for Pete's sake, but in those few seconds I can sell you anything: holidays, mortgages, special offers, you name it I've sold them, I can turn my hand to anything, I can sell cable television, I can recruit staff, whatever, I just tell people what it is, what it costs, and where you can get it, no flimflam, no fuss, no salesman will call to your home, you don't want anything today, I'm here again tomorrow, time's up, stop the clock, it's been *very* nice talking to you, remember the name, single column, no one works harder.
The Power of Press

20 x 3 You may have noticed me around. I am, after all, hugely popular. Reliable too. 'Jack-of-all-trades' they call me. Smart and just the right size, I'm immensely adaptable. Heck, I can even change shape to fit your ad (as long as you retain the same measure of column inches, of course!) I've been doing it for years: fridge-freezers, pensions, movies, cosmetics. I've worked my magic on them all. I've even been known to convert previously amoral individuals to Christianity. There's just one thing. I don't want to appear pushy or anything, but I've never done chocolate - specifically 80% cocoa content. I'm good for it, I know I am. Oh, and pianos. No connection - I just like to try new things. **The Power of Press**