

CampCreative & COMPANY

Ad Copy

Project: Dinosaurs at the Mall
Newspaper ad

Specifications:
¼ page black and white newspaper ad.

Copy:

Art:

- *Illustration of T-Rex in keeping with overall design theme.*
- *Logo created for the program by designer*

Subhead as an inset:

Dozens of Robotic Dinosaurs Invade Hanes Mall. Upper Level Near Sears.

Headline:

Make tracks to the dinosaurs!

Copy:

In 1992, SciWorks and Hanes Mall presented a breathtaking exhibit featuring 15 realistic, robotic dinosaurs that moved and roared. Now an even bigger and better exhibit returns for "More Great Dinosaurs at Hanes Mall," including hands-on exhibits, the DinoClub for Kids and much more. Take an even better look at an accurate glimpse of dinosaur life from over 225 million years ago!

Subhead:

Now through September 4

Copy: (Bulleted with a dinosaur track.)

- Location: Upper level near Sears, Hanes Mall
- Admission: \$3.50 for adults; \$2.50 for children (aged 3-18) and seniors.
- Discount Tickets available with Hanes Mall purchases of \$50 or more.
- Proceeds: Benefit SciWorks, the science and environmental park of Forsyth County, in cooperation with KOKORO, Ltd.

DOZENS OF ROBOTIC DINOSAURS INVADE
HANES MALL • UPPER LEVEL NEAR SEARS

Make tracks to the dinosaurs!

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TYRANOSAURUS
REX
MEANS KING
TYRANT LIZARD
IN LATIN,
AND HAS
SIX INCH
TEETH



MORE GREAT DINOSAURS
AT HANES MALL
NOW THROUGH SEPTEMBER 4, 1992

Subhead: Dino Fact

Tyrannosaurus Rex means Tyrant Lizard in Latin, and had six-inch teeth.

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