




Newspaper Ad-Ventures!


Advertising is found in every section of the paper every day. Families can use these ads for a variety of fun and useful activities. Perusing ads in the daily paper provides consumers with information about local products and services and builds literacy skills, too.

 **Make a List.** Young children love to cut and paste. Ask your child to help you make a shopping list by finding pictures of the items you want to buy. She can cut out pictures of products and tape or glue them to a sheet of paper designated as the “shopping list.” Use this list when you are shopping and check off each item as you add it to your cart.

 **Let's Compare.** Encourage your older children to do some comparison shopping. Make a list of products or services, such as high-speed Internet access, “must-have” tennis shoes, a special book, movie rentals or movie admission prices. Check

the ads and make note of the prices for these products from various retailers. Find out which retailers offer the best products for the best price.

 **Miles to Go.** As a follow-up to comparison shopping, determine where the retailers are located in your community and use the Internet to log the number of miles from your house to each store. Compare the number of miles for retailers that are selling similar products and decide if distance from your house to the store makes a difference in the overall price of the product you want to buy. The Internet also can provide you with driving directions to the retail location.

 **To the 'Net.** If an advertisement attracts your interest and provides a Web site, ask your child to visit the site to see if there are other products of interest to your family. Involve your child in an Internet search to find out more about a product of interest. Find out where the product is made, what companies or stores have it for sale, and what it costs.

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