

Tuesday, January 24, 2006



AD MATHEMATICS

Figuring an average Students might collect classified "Homes for Sale" ads for ten homes in a given area or for homes of a given size (e.g., two-bedroom homes). Invite students to figure from those ads the average cost for a home. (*Or students might figure the average rent for homes of similar characteristics from the "Apartments for Rent" section of the newspaper.*)

More ad math Invite each student to choose a job ad from the newspaper classifieds; the ad must include a yearly salary figure. (*Teach students that the term "40K" often seen in job ads is short for \$40,000.*) Invite students to figure from that salary figure the average monthly, weekly, daily (based on a 5-day week), and hourly (based on an 8-hour day) salary for that job.

Ad math #3 Provide a group of five ads from the newspaper and the section of the paper that describes how much it costs to place an ad. Invite students to use the per-word or per-line cost information to figure out how much it cost to run each of the five ads.

Furnish a home! Invite students to use store ads to figure the cost of furnishing a home. You might provide a list of items for each of four rooms, including a living room, a kitchen, a dining room, and a bedroom. For example, living room furniture might include a couch and side chair, a coffee table, a television, and an air conditioner. Older students might also need to figure the cost of carpeting the living room! (*Options: Provide students with a budget for furnishing a four-room home and let them set priorities for the furnishings they'll select. For older students, state and local sales taxes might be figured as part of the total cost.*)



FOR FURTHER INFORMATION, PLEASE CALL:
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