

Name _____

Product _____

Advertisement Rubric

Persuasive Writing

Criteria	Excellent 4	Good 3	Needs some improvement 2	Needs much improvement 1	Points
Clearly identifies product					X 16=
Gives the important facts					X 16=
Persuasive elements that grab reader's attention					X 16=
Effective layout design					X 16=
Appropriate graphic					X 16=
Conventions					X 16=

Total: _____
 + 4

Grade: _____

Comments: