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| http://selfpublishingteam.com/wp-content/uploads/2010/06/target-market-copy.jpg**Advertising Samples: Target Audience** |
| **Directions:** Fill out the chart as we watch examples of how advertisers attempt to target a certain audience.  |
| **Describe the advertisement.** | **Who is the target audience?**  | **How do you know?** |
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