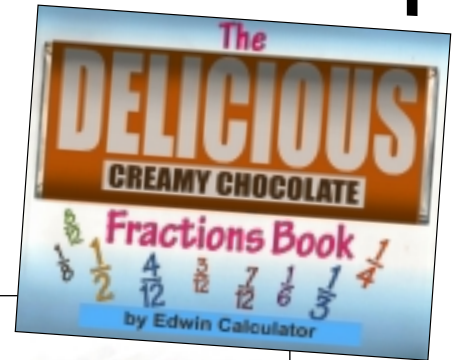


How much does it cost to advertise?

On this page, you can see the cover and one page of a maths book, bought in 2004.* The book was designed for children by a food company that sells chocolate.



The book has cartoons of people adding, subtracting and dividing the chocolate bars. The chocolate company logo appears an amazing **328 times** in this maths book! It's a clever way of advertising the brand.



If the chocolate company wanted to advertise on TV, it would cost them about **£120,000 for just one ad** (shown beside a popular programme).

Forget the fractions. Can you do some multiplication for the chocolate company? How much would it cost the chocolate company to advertise **328 times** on television?

Each book costs about £3.50. How much money would the book publisher get if it sold 500 books to children?

How many times would the chocolate company logo appear in 500 books?

Why do you think the chocolate company and publishing company designed the fractions book in this way?

.....
.....
.....
.....

* Note: The picture has been changed a bit so that you can't see what the real product is. The point is, this type of marketing is used by lots of different food and drink companies to get young people interested in their food and drink brands.

