**What ALL ads have checklist:**

***1. Title / Name of item***

**2. Persuasive language / slogans**

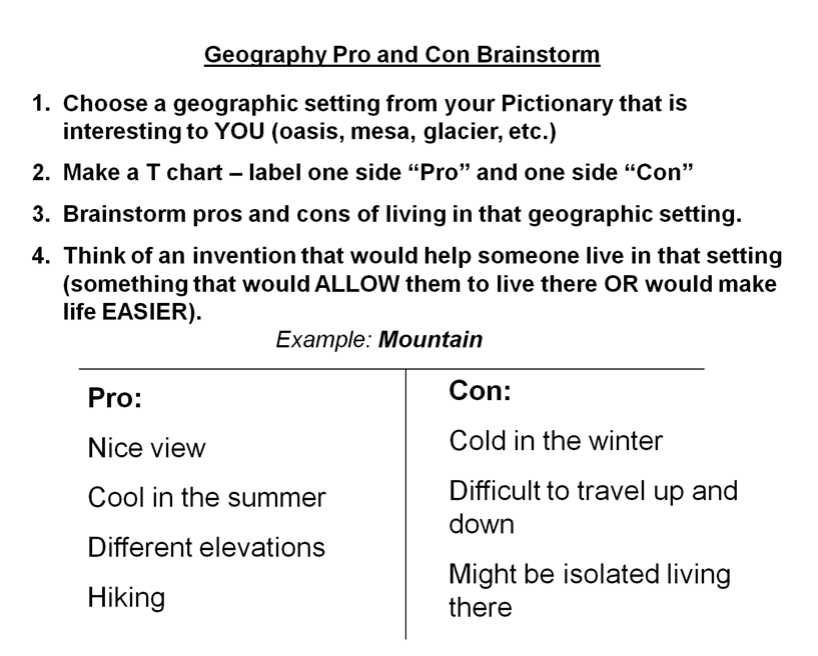
**3. Picture / Illustration**

**4. Description of items**

**5. Contact information (where or how to purchase)**

**6. Price**

***Optional: Coupons/special offers, shipping details***

******