WEST TERRACE INSTRUCTIONS:
1. Go to:
   https://www.consumer.ftc.gov/sites/default/files/games/off-site/youarehere/site.html#/west-terrace to open the West Terrace.
2. Click on the boy and girl at the left of the screen labeled “WEST TERRACE
   WELCOME: Isaac and Emily introduce the West Terrace area of the mall.”
3. In ASK A QUESTION, select “What's in this area of the mall?”
4. In ASK A QUESTION, select “What is advertising?”
5. In ASK A QUESTION, select “There’s advertising in my mac and cheese? Really?”
6. Click FINISHED >> to return to the West Terrace.

SHUMAN’S SHOES INSTRUCTIONS:
1. Click Shuman’s Shoes. You will be learning how advertising can boost business.
2. Click on Isaac when you see, “ASK ISAAC ABOUT ADVERTISING.”
3. In ASK A QUESTION, select “What are the rules advertisers have to follow?”
4. In ASK A QUESTION, select “Aren’t all ads truthful?”
5. Click FINISHED >> to return to Shuman’s Shoes.
6. Click on the boy and girl on the left side of Shuman’s Shoes. They are labeled, “ADS
   WHERE YOU LEAST EXPECT: A CONVERSATION.” Make sure to click the arrow
   to play the clip on the girl’s phone.
7. Click on Shuman at the center of Shuman’s Shoes. He is labeled, “HELP SHUMAN
   INCREASE SALES: DESIGN YOUR OWN AD!”
8. After hearing Shuman explain his problem, click on YES when prompted, “HELP
   SHUMAN CREATE THE AD?”
9. When prompted, “HAVE YOU ASKED ISAAC?” click YES.
10. In the ad-maker PRO v3 create an advertisement for Shuman.
    a. Select the Shoe Style and color.
    b. Select the Sale Type and fine print and color.
    c. Select the Headline and color.
    d. Select the Font Style.
    e. Select the Poster Style and color.
    f. Take a screenshot of your poster.
    g. Paste this screenshot into a Google Drawing.
    h. Use the Crop button to remove everything around the poster in Google
       Drawing.
    i. Resize the poster to make it bigger.
    j. Name it Shoe Ad. Then return to Shuman’s Shoes.
    k. Click Finish.
11. Listen to Shuman and Isaac.
12. Answer the following questions in your Shoe Ad Google Drawing on the image of the
    poster. Type your answer inside of interesting shapes and recolor the shapes.
    a. What does the fine print say and why is it important?
b. What is misleading about the ad?
c. What did Isaac like or dislike about your ad?

13. Share your poster with your teacher.

MARKET-MATCH WIRELESS INSTRUCTIONS:
1. Click Market-Match Wireless on the navigation bar at the bottom of the window. You will be learning about targeted marketing.
2. Click on Emily when you see, “ASK EMILY ABOUT TARGET MARKETING.”
3. In ASK A QUESTION, select “How do advertisers find the people they want to sell to?”
4. Click FINISHED >> to return to Market-Match Wireless.
5. Click the clerk in the Market-Match Wireless booth. She is labeled, “MATCH CELL PHONES AND TARGET MARKETS: PLAY THE GAME.”
6. After hearing Claire explain his problem, click on YES when prompted, “INTERESTED IN PLAYING?”
7. Play the matching game as many times as you need to understand target marketing.

GR8 GADGETS INSTRUCTIONS:
1. Click Gr8 Gadgets on the navigation bar at the bottom of the window. You will be learning about product claims.
2. Click on Isaac when you see, “ASK ISAAC ABOUT ADS ON TV.”
3. In ASK A QUESTION, select “Why do we have to sit through so many commercials?”
4. Click FINISHED >> to return to Gr8 Gadgets.
5. Click in the store. David is the clerk and it is labeled, “UN-REALITY TV: DOES IT REALLY DO THAT?”

NUTRITIONAL EMPORIUM INSTRUCTIONS:
1. Click Nutritional Emporium on the navigation bar at the bottom of the window. You will be learning about advertising claims.
2. Click on Emily when you see, “ASK EMILY ABOUT TRUTH IN ADVERTISING.”
3. In ASK A QUESTION, select “What does the FTC have to do with advertising?”
4. Click FINISHED >> to return to the Nutritional Emporium.
5. Click in the SNORE SHUSH poster that is labeled, “THINGS MAY NOT BE WHAT THEY SEEM: TAKE A CLOSER LOOK.” Emily will explain the poster.
6. After Emily has talked about the poster click the parts of the ad you think may be questionable. Click the following:
   a. SNORE SHUSH!
   b. Do you snore or know someone who snores?
   c. DOCTOR APPROVED!*
   d. *Approved by Dr. Lucas Zehnet, MD
7. Click FINISHED >> to hear what Emily has to say and then return to the Nutritional Emporium.

QUESTIONS TO ANSWER:
1. How could a retailer use target marketing to sell you a phone?
2. Why are there commercials on radio, television, and the internet?
3. Who should you contact if a commercial is misleading or false?
4. How much of an advertisement must be true?