

School-to-Career Activity

(Use with Lesson 4-5)

Advertising Design Assistant

Halvorson Advertising Agency handles the advertising for Juanita's, a trendy boutique. Juanita's owner sent copy for a flyer advertising an upcoming sale. The advertising copy includes the regular prices and sale prices of several key items. Halvorson's ad designer has decided to use starbursts containing the percent discount for these items in the ad layout.

Juanita's

BIG SALE

Alpaca Coats
Reg. Price \$300
NOW \$240

20%
OFF

Lamb's Wool Afghans
Reg. Price \$200
NOW \$170

25%
OFF

Leather Bomber Jackets
Reg. Price \$440
NOW \$316.80

35%
OFF

Flyer:
Coats: OK
Afghans: 15% off
Jackets: 28% off

Ad Copy

Item	Regular Price	Sale Price
Tartan Plaid comforters	\$160	\$104
Fair Isle sweaters	\$125	\$110
Misty Bay rain slickers	\$89	\$62.30
Giant umbrellas	\$38	\$28.50

Ad Copy percent discounts:
Comforters: 35%
Sweaters: 12%
Slickers: 30%
Umbrellas: 25%

You have been asked to help the ad designer. For the portion of the flyer that is already complete, check the designer's computation of the percent discounts. Correct any mistakes. Find the percent discounts for the remaining items in the ad copy.