SAFETY RULES ARE THE BEST TOOLS
Planning the Safety Fair: Advertising

It is important to advertise the safety fair so that a lot of people attend. You decided to place ads in the local newspaper and on the radio. You will also distribute flyers to local businesses and to residents by going door-to-door. The following questions will help you decide how much to spend on advertising.

1. You place 14 newspaper ads. Each ad costs $47. Estimate the total cost of the newspaper ads. Show or explain how you found the answer.

2. Calculate the total cost of the newspaper ads using the multiplication algorithm.

3. Describe how you can use division to check your answer to question #2

4. Use repeated multiplication and subtraction to divide your answer from question #2 by 47.

5. You place 135 radio ads. Each ad costs $3. Estimate the total cost of the radio ads. Show or explain how you found the answer.

6. Calculate the total cost of the radio ads. Show or explain how you found the answer.

7. You purchase 2000 flyers that cost $0.07 each. Estimate the total cost for the flyers. Show or explain how you found the answer.

8. Using what you know about the place value of whole numbers and decimals, determine the total cost of the flyers. Show or explain how you found the answer.

9. You can mail one flyer for an additional $0.38. Use your understanding of place value to determine the cost of printing and mailing one flyer.

10. Calculate the total cost for the newspaper ads, radio ads, and flyers. Show or explain how you found the answer.