

Text stating what the advert is telling the reader, a new album by this band is being release. States what platform the album is going to be available on and also talks about a limited edition of the album which contains bonus songs.

Name of the band is large and obvious, easy to read who the band is, below the name of the band is the name of the album being released by the artist. Location of the text shows significance to the band's name.



Drawings as if the band has personally drawn an interpretation of their digi-pack onto the advert, making it seem more personal.

Text stating that the album has already been released and is in stores, details stating that the album contains 11 songs including a smash hit single from the band

Images of the band members, unconventional in other adverts but is seen here.

Website of the band with further information, the record label of the band, Roadrunner Records, and the sponsor for the album "Woolworths".

Image used on the advert is a different version of the front of the album being advertised, however other adverts within our genre also use images from inside the digi-pack as opposed to using the front.

