**Advertisement for the New World**

*America has long been called the land of opportunity! We pride ourselves on our ideals, especially opportunity. You are going to make an advertisement for the new colonies, trying to attract new settlers. But, as we know, opportunity has not been the same for everyone. Follow the directions below to complete the activity on the following page.*

**Follow these directions to complete the diagram:**

* Create an advertisement encouraging British settlers and indentured servants to come to the colonies. Use simple images and a few phrases to make your message clear.
* On the left, write what an American Indian might be thinking about the colonists that your advertisement will bring to North America.
* On the right, write what an enslaved African might be thinking about your advertisement.

***Be creative! But, remember to make your advertisements and comments appropriate for the time period and the classroom!***