Paper instructions: Part 1 For the idea you are presenting, prepare an audio advertising message for a radio ad. Use Kaltura or another audio-recording app for the radio ad. The radio ad is to be exactly 15 seconds in length as this is the time slot chosen and it is expensive so use it wisely. Going longer will not be heard and shorter is a waste of opportunity and money. What is your strategy and goals for these ads? What time of day and on what type of radio show would you want to play the radio ad? Why? What is the message(s) the ads are conveying? For the radio ad 15 seconds. i know you wont be able to record your voice but can you do 15 seconds worth in writing In the next assignment this week, you will complete the second part of this assignment, which is a written advertising message destined for a healthcare magazine and accompanying visuals for the magazine ad. The ads should not be identical content. Part 2: In the second part of this week's assignment, you will complete an advertising message destined for a healthcare magazine and accompanying visuals for the magazine ad. The ad should contain content different from your radio ad. Include the magazine in which the print ad would be placed, and why.