**Different Types of Jacket Ads:**

 There are the 3 types of Jacket Ads;

1. **Guaranteed Jacket:** It is a guaranteed first-page ad and no other ads will take precedence.

**Pros:** Visibility of the page is highest in Guaranteed Jacket. The page position is fixed and its always covers the top of the newspaper.

**Cons:** The price will be higher compare to any other jacket type Ad.

1. **Hybrid Jacket:** This type of jacket ad option includes a one-page ad belonging to one brand and the other page carrying another brand’s ad.

 **Pros:** Price of Hybrid jacket is lesser than Guaranteed jacket.

**Cons:** Less prioritized or replaced if other brands are going for two-page jacket Ad.

1. **Floating Jacket:** Floating jacket price is cheapest out of all the jackets Ads and its final position can be anywhere before the front page.

**Pros:** Price is cheapest compared to any other jacket Ad type.

**Cons:** Visibility of the page position will be very low.As per the name indicates position of the Ad page is not fixed. Position of the Ad will publish anywhere between Guaranteed jacket and Front page.