Girl/ Boy	Ad	Product being marketed	Stereotypes Tally	
Toy Ad	Number	(What is the ad for?)	Female	Male
Girl	1			
Girl	2			
Girl	3			
Girl	4			
		Mean:		
Воу	1			
Воу	2			
Воу	3			
Воу	4			
		Mean:		

Examples of the Stereotypes					
Female	Male				