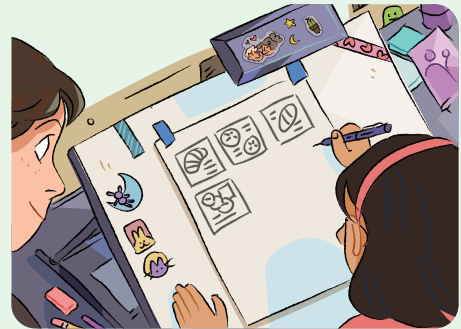


# Comic Book Advertisements

Let's multiply whole numbers and decimals.



## Warm-Up



eyes on teacher



**I am a doer of math.**

What does it mean to think flexibly about numbers?

## Activity

### 1

## Ads in Bobbi's Comic Book

### Hands-On

You and your partner will be given base-ten blocks to represent and solve the story problems.

Bobbi planned an advertisement section for her comic book. She sold different-sized advertisements for different prices. Mr. Sawyer, the owner of Sawyer's Sensational Smoothies, bought 3 medium advertisements.

- 1 Each medium advertisement covers 0.8 square inches of space. How many square inches of space did Mr. Sawyer buy in total?

2.4 square inches

- 2 Each medium advertisement cost \$0.15. How much did Mr. Sawyer pay Bobbi?

\$0.45

## Ads in Bobbi's Comic Book (continued)

- 3 Ms. Baker, the owner of Baker's Bakery, bought 3 small advertisements. Each small advertisement cost \$0.05. How much did Ms. Baker pay Bobbi?

 Show or explain your thinking.

Sample work shown.

$$3 \times 5 \text{ hundredths} = 15 \text{ hundredths}$$

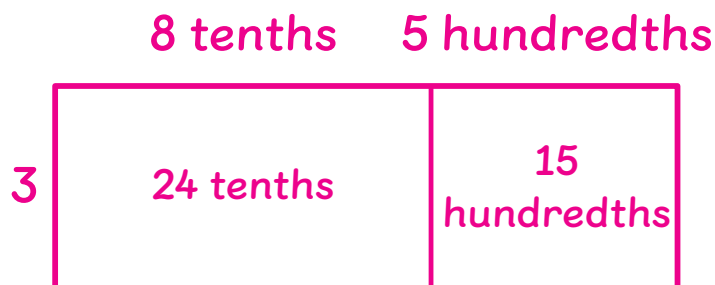
$$15 \text{ hundredths} = 0.15$$

answer: \$0.15

- 4 Ms. Dwyer, the owner of Dwyer's Discount Den, bought 1 large advertisement that is 3 inches long and 0.85 inches wide. What is the area of the large advertisement? Use any strategy to solve.

Sample work shown.

 Show or explain your thinking.



$$2.4 + 0.15 = 2.55$$

answer: 2.55 square inches

- 5 Discuss  Oral activity: No writing expected.

Share and compare your work for Problem 4 with another pair. What is similar? What is different?

# Extra-Large Advertisements

Bobbi made an extra-large advertisement for Mr. Johnson, the owner of Johnson's Juice.

- 6 The advertisement was 7 inches long and 5.02 inches wide. What is the area of the advertisement in square inches? **Sample work shown.**

**Show or explain your thinking.**

	5 ones	2 hundredths
7	35 ones	14 hundredths

$$35 + 0.14 = 35.14$$

answer: **35.14 square inches**

- 7 For extra-large advertisements, Bobbi decided to charge \$7.99. If Mr. Johnson buys 4 extra-large advertisements, how much will Mr. Johnson pay? **Sample work shown.**

**Show or explain your thinking.**

$$\begin{aligned}
 4 \times 7.99 &= (4 \times 7) + (4 \times 0.9) + (4 \times 0.09) \\
 &= 28 + 3.6 + 0.36 = 31.6 + 0.36 \\
 &= 31.96
 \end{aligned}$$

answer: **\$31.96**

**Extra-Large Advertisements (continued)**

Bobbi made an extra-large advertisement for Mr. Frost, the owner of Frost's Frosties.

- 8 The advertisement was 9 inches long and 4.32 inches wide. What is the area of the advertisement in square inches? **Sample work shown.**



**Show or explain your thinking.**

$$\begin{aligned} 9 \times 4.32 &= (9 \times 4) + (9 \times 0.3) + (9 \times 0.02) \\ &= 36 + 2.7 + 0.18 \\ &= 38.88 \end{aligned}$$

answer: **38.88 square inches**

9

**Discuss**

Share and compare your work with your partner. What is similar?  
What is different?

**Oral activity: No writing expected. Sample response shown.**

**We both multiplied  $9 \times 4.32$ . I decomposed 4.32 by place value and multiplied each part by 9.**

**My partner multiplied  $9 \times 432$  and then multiplied by 0.01.**