

5.04 Study Guide

1. Types of advertising media

- _____
- _____
- _____
- _____
- _____

2. _____: magazines people read for personal enjoyment. They target a very specific audience (People, Sports Illustrated, Teen Vogue)
3. _____: appeal to people in all different industries.
4. _____: Most influential, best-selling type of advertising media.
5. _____ – 30 minute commercial.
6. _____: An effective and affordable advertising medium.
7. _____: Sales letters, catalogs, flyers, postcards.
8. _____ – large, elaborate electrical signs.
9. Transit posters – advertisements on buses and bus shelters.
10. Human directionals – people wearing or holding signs to advertise for a business.
11. _____ – blimps, hot air balloons, other airborne displays.
12. _____: Remind people about your business.
13. _____: Informs people about how to contact a particular business, often with a telephone number, street address or Web address.
14. _____: Informs people about how to contact a particular business, often with a telephone number, street address or Web address.
15. _____: Informs people about how to contact a particular business, often with a telephone number, street address or Web address.
16. _____: Calling prospective customers on the phone as well as providing a number for people to call.