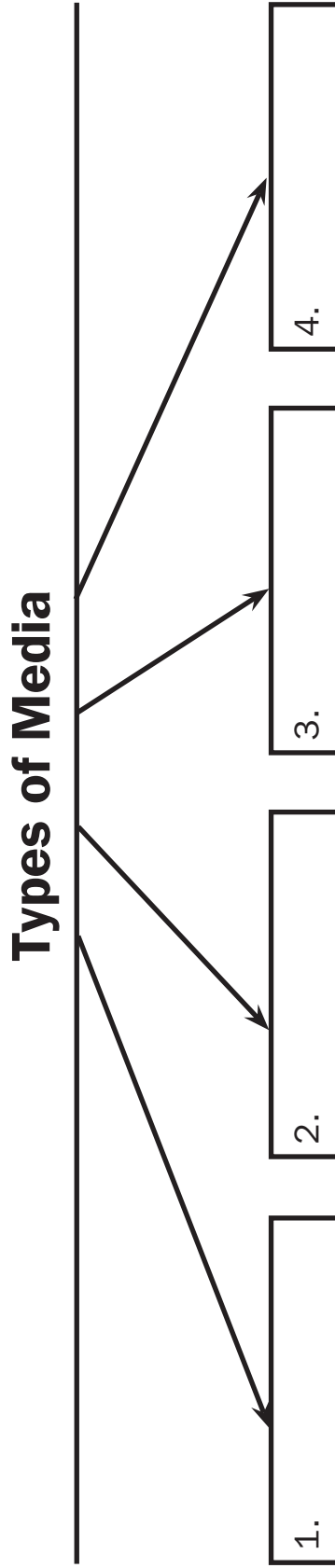


ADVERTISING MEDIA

Study Organizer

Directions: In a chart like the one below, organize your notes about the types of media used in advertising.



MEDIA MEASUREMENT AND RATES

Study Organizer

Directions: Use a chart like the one below to take notes about media rates.

Media	How Rates Are Determined
Newspaper	