

Chapter 19 Advertising

Newspaper Advertising

Directions Use this graphic organizer to list advantages and disadvantages of newspaper advertising.

Newspaper Advertising

Advantages	Disadvantages

Chapter 19 Advertising

Types of Media

Directions Use this graphic organizer to list examples of different types of media.

Types of Media	
Type	Examples
Print	Newspaper;
Broadcast	Television;
Internet	Opt-in e-mail;
Specialty	Giveaways;
Other	In-store;

Chapter 19 Advertising**Print Media**

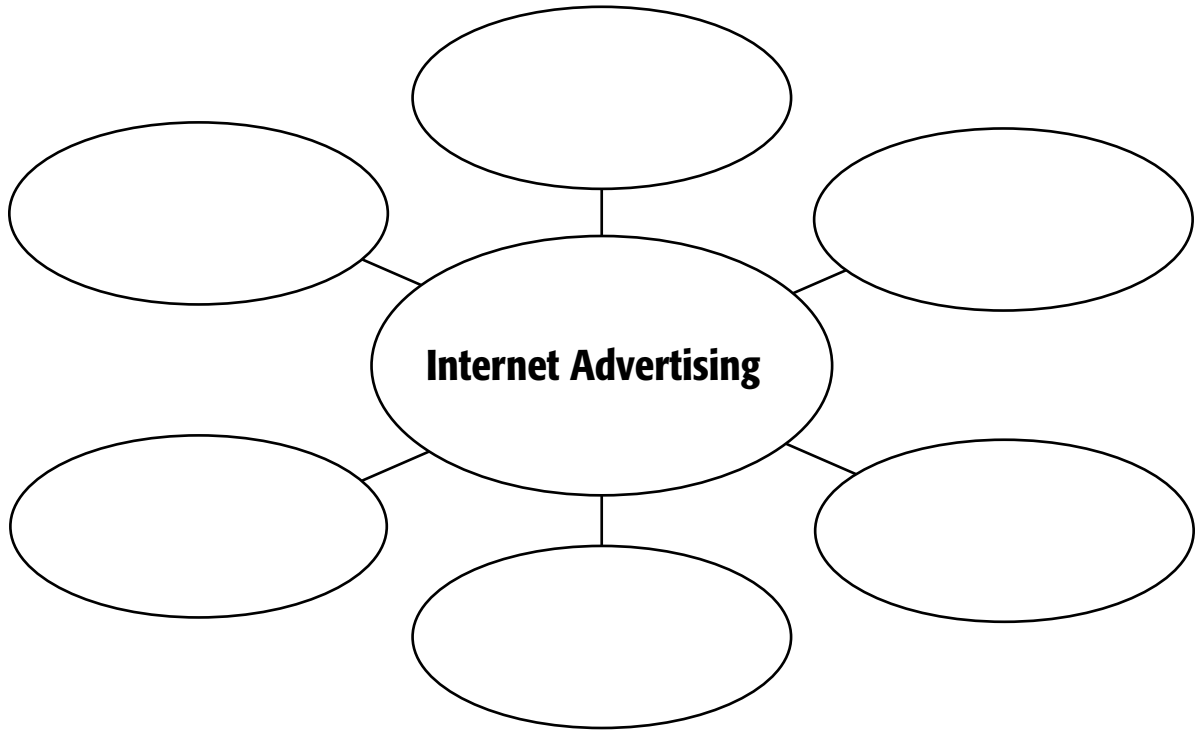
Directions Use this graphic organizer to list advantages and disadvantages of different types of print media.

Print Media	Advantages	Disadvantages
Newspapers		
Magazines		
Direct-mail		
Directory		
Outdoor		
Transit		

Chapter 19 Advertising

Internet Advertising

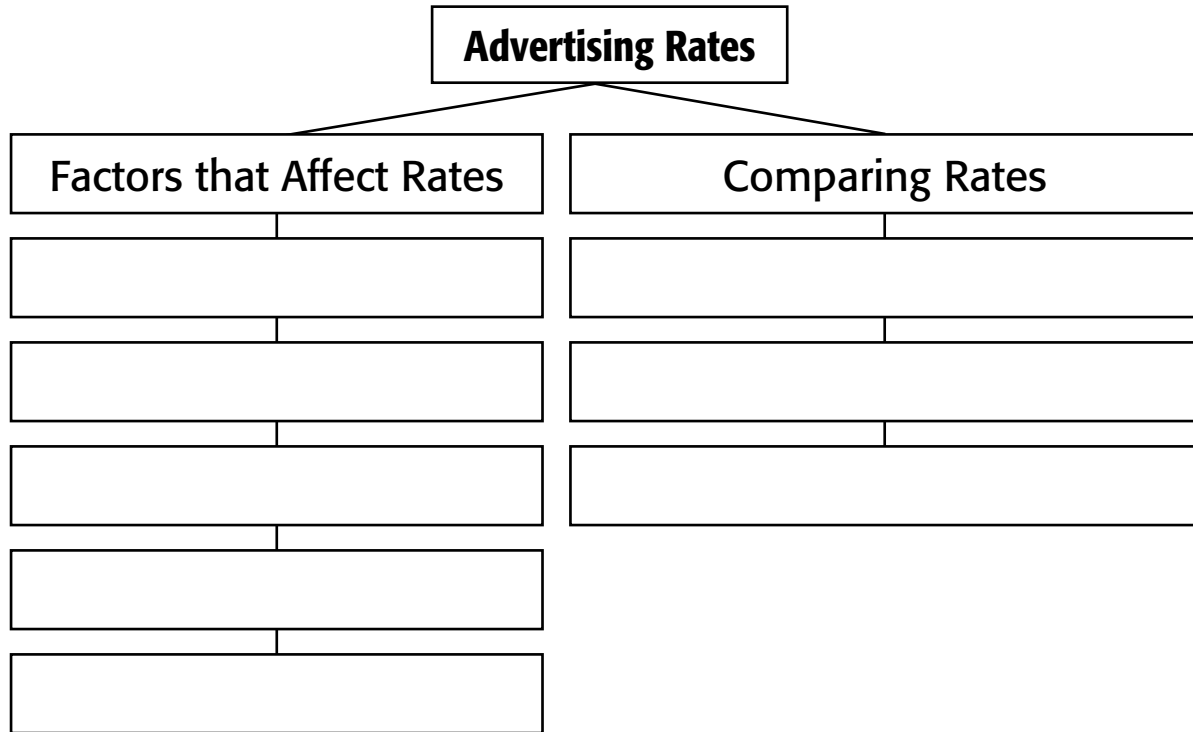
Directions Use this graphic organizer to list types of Internet advertising.



Chapter 19 Advertising

Advertising Rates

Directions Use this graphic organizer to list and compare factors affecting advertising rates.



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Chapter 19 Advertising**Radio Air Time**

Directions Use this graphic organizer to analyze radio advertisements and the air times when they were broadcast.

Air Time	Product	Description
Class A		
Class B		
Class C		
Class D		

Chapter 19 Advertising

Promotional Budget

Directions Use this graphic organizer to list ways of setting a promotional budget.

