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# Chapter 19 Advertising

## Section 19.1 Advertising Media

### Section Outline with Content and Academic Vocabulary

#### Section Outline

Advertising and Its Purpose

Promotional and Institutional Advertising

Mass Advertising

Types of Media

Print Media

Newspaper Advertising

Daily and Weekly Newspapers

Shoppers and Alternative Newspapers

National Newspapers

Advantages

Disadvantages

Magazine Advertising

Consumer Magazines

Business-to-Business Magazines

Advantages

Disadvantages

Direct-Mail Advertising

Advantages

Disadvantages

Directory Advertising

Outdoor Advertising

Advantages and Disadvantages

Transit Advertising

Broadcast Media

Television Advertising

Radio Advertising

Internet Advertising

Opt-in E-Mail Ads

Banner and Search Engine Ads

Rich-Media and Video Ads

Social-Media Advertising

## Chapter 19 Advertising

### Section 19.1 Advertising Media

#### Section Outline with Content and Academic Vocabulary *continued*

Specialty Media

Other Advertising Media

In-Store Advertising

New Media

Media Planning and Selection

### Content Vocabulary

**advertising** A form of nonpersonal promotion in which companies pay to promote ideas, goods, or services in a variety of media outlets. (p. 441)

**promotional advertising** Advertising designed to increase sales. (p. 441)

**institutional advertising** Advertising designed to create a favorable image for a company and foster goodwill in the marketplace. (p. 441)

**media** The agencies, means, or instruments used to convey messages to the public. (p. 442)

**print media** Advertising in newspapers, magazines, direct mail, signs, and billboards. (p. 442)

**transit advertising** Advertisement seen on public transportation. (p. 446)

**broadcast media** Radio and television. (p. 447)

**Internet advertising** The form of advertising that uses either e-mail or the World Wide Web. (p. 448)

**podcast** Any brief digital broadcast that includes audio, images, and video delivered separately or in combination. (p. 449)

**blog** Personal Web site where an individual shares thoughts, pictures, and comments with visitors. (p. 449)

**specialty media** Relatively inexpensive useful items featuring an advertiser's name or logo; also called giveaways or advertising specialties. (p. 450)

**media planning** The process of selecting the appropriate advertising media and deciding the time or space in which ads should appear to accomplish a marketing objective. (p. 451)

### Academic Vocabulary

**region** An area; place; space. (p. 443)

**network** A communication system consisting of a group of broadcasting stations that all transmit the same program. (p. 447)