



SPAM

What is spam?



- spam is a mass mailing to a large number of addresses containing advertising or commercial offers

The advent of spam, how it all began



- The term Spam itself comes from the over-advertising of canned meat products left unused by USA soldiers after the end of world war II.

way to spam:

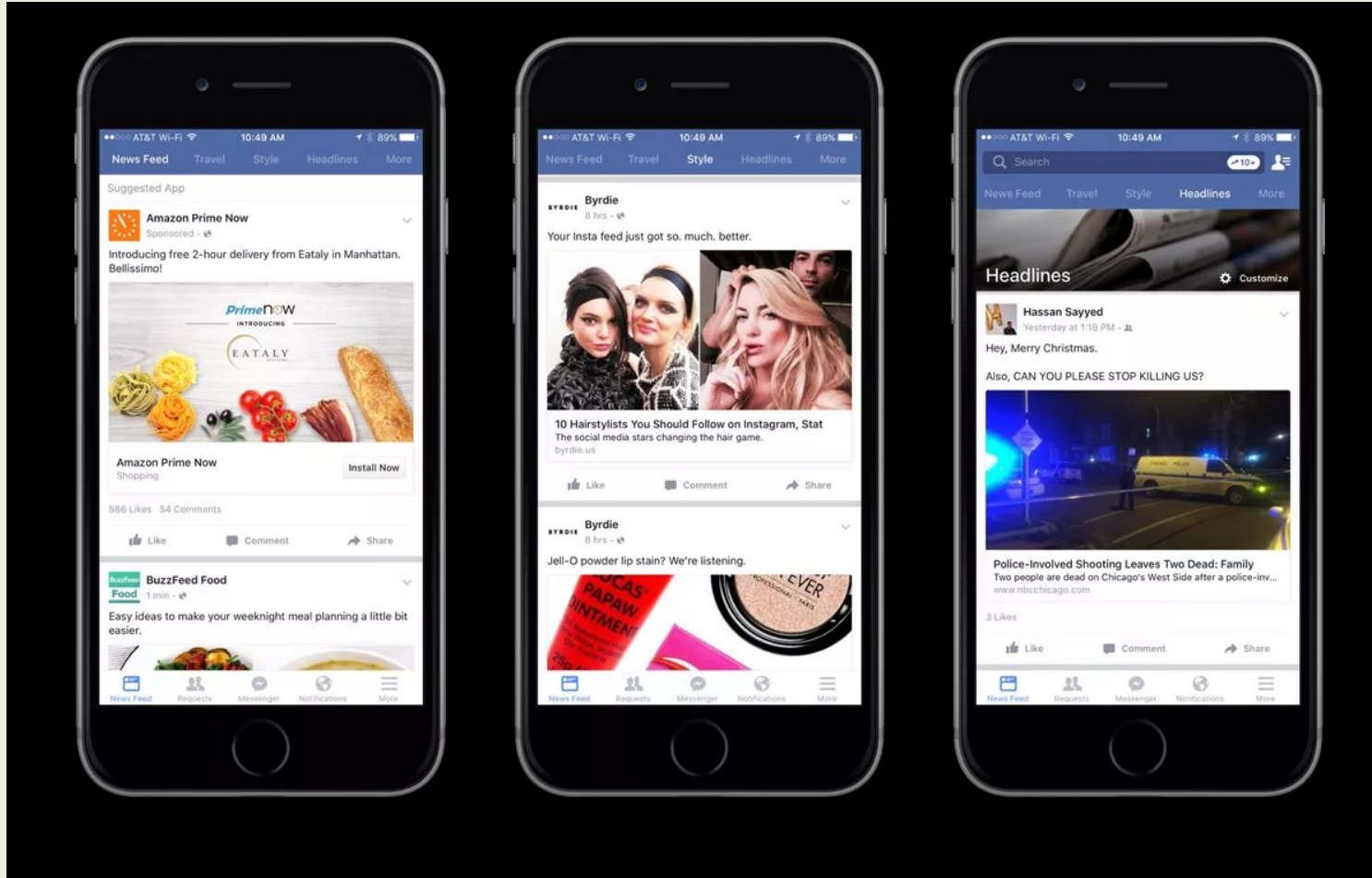
Email



Social network



Messenger



SMS to mobile phone



Type of spam:

- product advertising
- computer virus
- site promotion
- information collection





- distributors of spam are called "spammers".

Spam e-mai



- The most profitable place for spammers, where they send streams of unwanted messages, are e-mail addresses, because in this way they cover a huge number of people.



ADVERTISING IN
NEWSPAPERS
AND MAGAZINES

Types of Newspapers and magazines



- To make print advertising really effective, you need to clearly define the type of Newspapers and / or magazines where you will give your ads.

Types of Newspapers

- Geography of distribution of the newspaper are:
 1. Local
 2. Regional
 3. National
 4. Transnational

Taking into account the readership of the newspaper are:

1. Popular
2. Specialized



The circulation of the newspaper

are:

1. Low-circulation
2. Multi-edition

According to the frequency of the newspaper are:

1. Daily
2. Weekly.

Types of advertising in Newspapers and magazines

1. Natural advertising
2. Traditional advertising
3. Coupon ads

According to the frequency of the newspaper are:

1. Classified advertising
2. Lower case advertising
3. Modular advertising

Advantages of advertising in Newspapers

- Efficiency
- Relatively low cost of advertising
- high audience reach
- the constancy of the audience

