



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



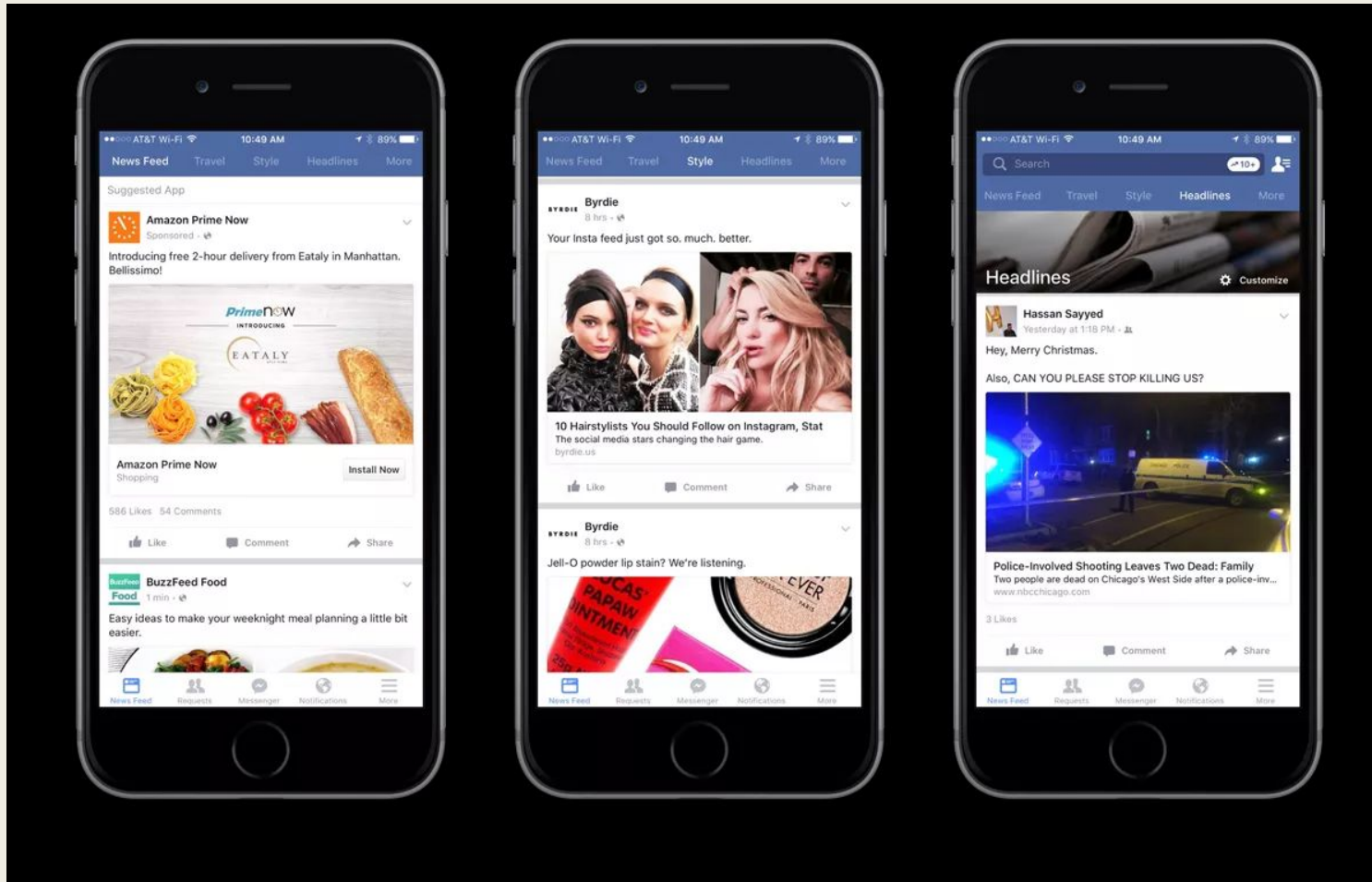
Social network



Forums, message boards, websites, blogs



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 following Newspapers are distinguished by their content:

1. Informational
2. Promotional

A Comfortable Shoe FOR THE BABY

The *Kerstune* Soft Sole Shoe, made by a new patented process. The sole is of fine calf skin, perfectly smooth and flexible; no laces or stitches; more durable than a rubber sole; a sure remedy for weak ankles. Sold by all dealers. Look for the name stamped on every sole.



600 to 800 Naved on New BICYCLES
A. B. V. H. Co., Inc. 1111 Broadway, New York, N. Y.
Sole and agent for the U. S. and Canada. Write for catalogue. We sell every where. Call, free. House, H. H. Co., 1111 Broadway, N. Y.

DR. HOOKER'S COUGH AND CROUP SYRUP

The only RELIABLE REMEDY for COUGHS, CROUP, BRONCHITIS, AND ALL Diseases OF THE THROAT. ENDORSED by Physicians. USED by thousands. IT WILL CURE YOU.

NO OPIUM IN IT. Mothers, you can CONQUER that dreadful foe, CROUP, with it. Have it on hand and SAVE the CHILD. Sold by druggists. TRY IT. C. B. KINGSLEY, Prop., Northampton, Mass. Sent by mail on receipt of 35 cents in stamps.



"Especially recommended to parents as a safe and easy remedy for children."

MADAME ZADOC PONTIER

CURATIVE COUGH BALSAM.

A Purely Vegetable Expectorant.

PLEASANT, RELIABLE, EFFECTUAL.

Has stood the test for seventy years, and retained the popular favor wherever known.

RUCKEL & MENDEL, Prop., NEW YORK.

310 4th St., New York, N. Y., only 15c. 230 4th St., New York, N. Y., only 10c. Agents wanted at 15-20 per cent. commission. List FREE. O. A. Diekmann, 215 Duane St., N. Y. City, 10c.

E. & H. T. ANTHONY & CO., 551 BROADWAY, NEW YORK,

Manufacturers and Importers of **PHOTOGRAPHIC APPARATUS, MATERIALS, CHEMICALS AND SUPPLIES.**

Discover and view Camera in great variety of style and price. Lenses, shutters, dry plates, etc., etc. THE BEST TEXT BOOKS ON PHOTOGRAPHY. Free use of dark room on main floor of our store. Dark room at our exhibit at World's Fair for use of visiting friends. Fifty Years Established. Send for Catalogue.

Eagle Reservoir Pen.

Retains the flow of ink four times longer than any other pen. Simple and ingenious in its make. Send us, for sample.

EAGLE PENCIL CO., 73 Franklin Street, - - New York.

Such a DELICIOUS RELISH for Breakfast, Lunch or Dinner.

"FERRIS" Famous Hams and Bacon



Many Grocers will give you brands which cost them a little less, if you allow it. We invite every housekeeper to insist upon having ours. Our constant aim is to make them the Finest in the World.

64 BREEDS Chickens, Ducks, geese and turkeys. Pure-bred. Fowls, eggs, incubators, brooders, lowest prices. *Atlantic* a good breed. All 100 lbs. and new 100 egg brood and catalog free. R. F. Moulbert Co., Box 829, Hanksville, Iowa.

Barnes' Foot Power Machinery. WORKERS OF WOOD OR METAL, without steam power, using outfit of these Machines, can save money and time more money from their jobs, than by any other means for doing their work. Also for Industrial Schools or Home Training. With them boys can acquire journeyman's trades before they "go to the university." Price-Low free. W. F. & JOHN BARNES CO.

BEST POLISH IN THE WORLD.

RISEING SUN STOVE POLISH

DO NOT BE DECEIVED with Pastes, Emulsions, and Paints which stain the handle, injure the iron, and burn red. The Rising Sun Stove Polish is Brilliant, Odorless, and Durable. Each package contains six cans; when moistened will make several boxes of Paste Polish. HAS AN ANNUAL SALE OF 3,000 TONS.

WHY DO YOU NOT USE IT?



Unequalled by any other make.

FREE HOMES!

Homeseekers will find information of all Government Lands, with descriptions of every State and Territory, their various industries, the industries they offer to Settlers and Investors, and a vast amount of general information in the columns of **The Western World, Illustrated,** Published Quarterly, at Chicago, Ill. Price, 25 Cents a Year.

SHORTHAND by mail or personally. Write for circular. W. G. CHAPMAN, Oswego, N. Y. Book-keeping, Penmanship and Spelling also taught.

HAVE YOU a box of these eggs, uncracked and good? One egg you have had one and you are ready to give away 11,000 eggs for a few hours work adding your friends. Write at once. L. M. ASSOCIATION, 207 Dearborn St. Chicago, Ill.

"PARTED BANG." Made of natural CURLY Hair, guaranteed "becoming" to ladies who wear their hair parted, 50 cts, according to size and color. Beautifying Hair, with preparation, 50 cts. Hair Condition, Condition, 50 cts. C. O. D. any where. Send to the wife for Illustrated Price-List. E. BURNHAM, 21 State St. (Central Hotel), Chicago.

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

