



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



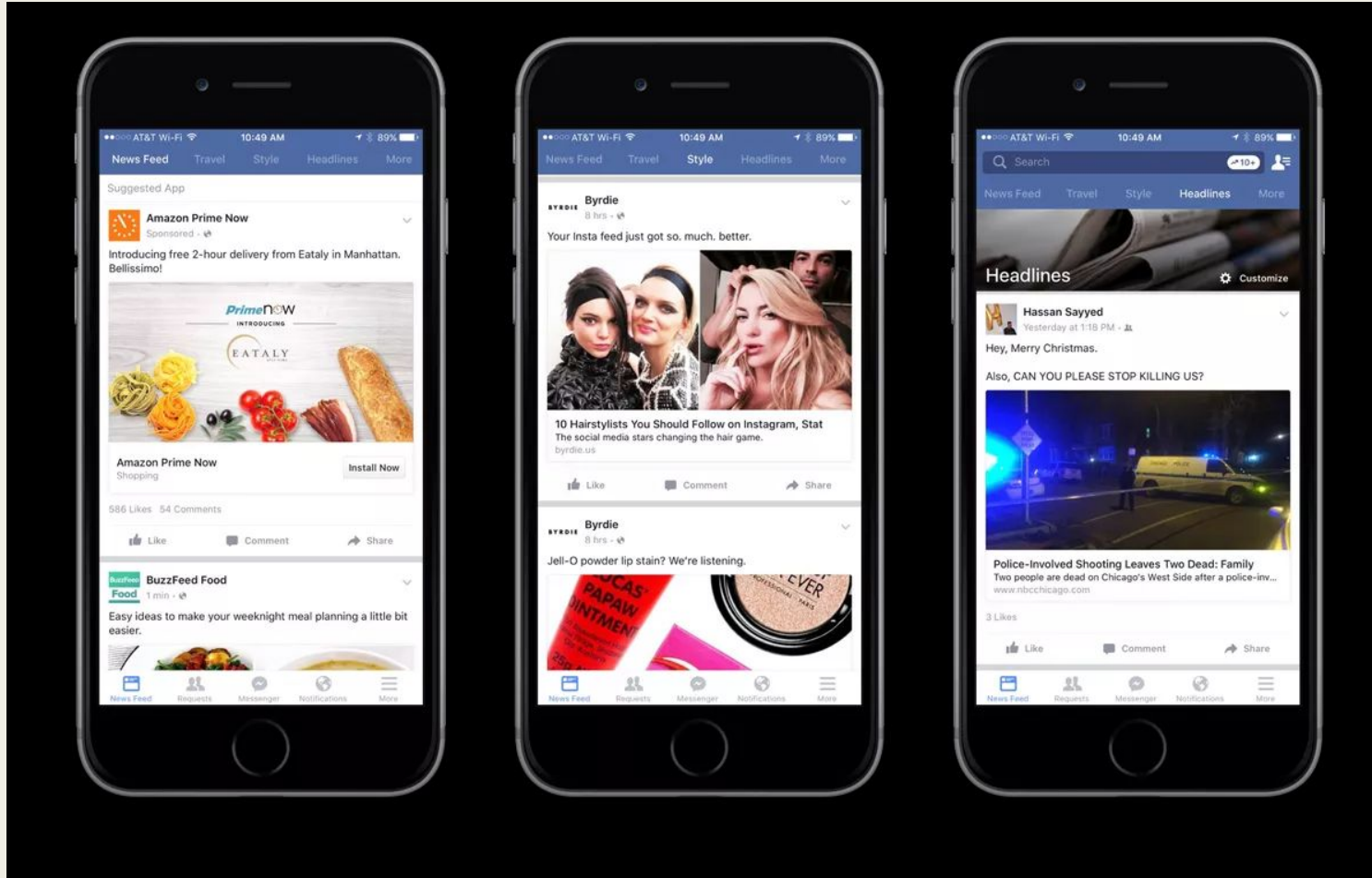
Social network



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 **Heritage 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 felt shoe; a safe remedy for weak ankles. Sold by all doctors. Look for the name stamped on every sole.

Agts. **Benefit** **Wagon** **Wagon**

GO TO GO saved on New **BICYCLES**

Big Victor Jr. for \$14. All make new and hand built. Best & safest obtain in U.S. **Eastman's** (Cleveland) **Wagon** every year. **Call free** to use **Wagon** & Co., **Mrs. H. C. Wagon, Ill.**

DR. HOOKER'S COUGH AND CROUP SYRUP

The only **RELIABLE REMEDY** for **COUGHS** **CROUP** **DISEASES** **THROAT**

AND ALL **GOLDS** **OF THE**

ENDORSED by Physicians. **USED** by thousands. **IT WILL CURE YOU.**

NO OPIUM IN IT. Mothers, you can **CONQUER** that dreadful foe, **ORROUP**, 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.

WELLS CABINET **LETTER FILE** **BOOK** **SHOE**

ACCOMMODATES SMALL SPACE **BOOKS** **SHOE**

Best use of space **CATALOGUES** **ETC.**

WITH LEAST POSSIBLE **TRouble** **Gives** **Choice**

REFERENCE

SEND FOR 1/4 PRICE LIST **TO WELLS MFG. CO. SYRACUSE, N.Y.**

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

MADAME ZADOC PORTER

CURATIVE COUGH BALSAM.

A Purely Vegetable Expectant.

PLEASANT, RELIABLE, EFFECTUAL.



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

RUCKEL & HENZEL, Prop., NEW YORK.

310 1/2 St. Nassau, Tasmania, etc., only 15c. 233 1/2 St. Nassau, etc., only 10c. Agents wanted in all U.S. for sale. List FREE! **C. A. Stegmann, 215 Division St., St. Louis, Mo.**

E. & H. T. ANTHONY & CO.,

591 BROADWAY, NEW YORK,
Manufacturers and Importers of
PHOTOGRAPHIC APPARATUS, MATERIALS, CHEMICALS AND SUPPLIES.

Discover and view **Cameras** in great variety of styles and prices. **Lenses, shutters, dry plates, etc., etc.**

THE BEST TEXT BOOKS ON PHOTOGRAPHY.

Find out of date from our main floor of our store.

Dark room at our exhibit at **World's Fair** for use of visiting hosts.

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, low cost prices.** **Attract a good farm.** **All 100 yrs.** **Find new 100 year book and catalogue 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** and **save** 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 **journeymen's** trades before they "go to school." **Price-Low Free.**

W. F. & JOHN BARNES CO.

BEST POLISH IN THE WORLD.



DO NOT BE DECEIVED with Pastes, Emulsi, and Paints which stain the hands, injure the iron, and burn red. The **Rising Sun Stove Polish** is **Brilliant, Odorless, and Durable.** Each package contains six caucuses; when moistened will make several boxes of Paste Polish.

HAS AN ANNUAL SALE OF 3,000 TONS.

WHY DO YOU NOT USE IT?

INSTANTANEOUS CHOCOLATE

NO THOUGH! THE GREATEST INVENTION

EVERY OF THE AGE. MAKE IT.

NO THOUGH! THE GREATEST INVENTION

EVERY OF THE AGE. MAKE IT.

STEPHEN F. WHITMAN & SON,
INVENTORS AND SOLE MANT'S. PHILADELPHIA.

Unequaled by any other make.

FREE HOMES!

Home-seekers will find information of all Government Lands, with descriptions of every State and Territory, their various industries, the improvements 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 **Writing** **the** **most** **rapidly** **simple** **positions** **prepared** **by** **mail** **or** **personally.** **Send** **for** **catalogue.** **W. G. CHAFFIN, Oswego, N.Y.** **Book-keeping, Penmanship and Spelling also taught.**

HAVE YOU

hundreds of these rings, uncracked and **used.** **One** **has** **to** **have** **100** **and** **you** **are** **ready** **to** **give** **away** **10,000** **more.** **for** **a** **few** **hours** **work** **adding** **your** **friends.** **Write** **at** **once.**

FREE

L. M. ASSOCIATION, 267 Dearborn St. Chicago, Ill.

"PARTED BANG."

Made of **essence** **CURLY** **Hair,** **guaranteed** **"becoming"** **to** **ladies** **who** **wear** **their** **hair** **parted,** **50** **cents,** **according** **to** **size** **and** **color.** **Beautiful** **Maids,** **with** **preparation,** **51** **Half** **Cocoa,** **Commeil,** **Bo.,** **202** **C. O. D.,** **any** **where.** **Send** **to** **the** **style** **for** **Illustrated** **Price-List.**

E. DURHAM, 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

