

# PRINT ADVERTISING



# What is print advertising?

Print advertising is a form of advertising, which is made on a special printed products and is aimed, first of all, on visual perception. Printing or polygraph advertising the most widespread form of advertising all over the world.



# Types of print advertising

- Leaflets
- Posters
- Booklets
- Prospectuses
- Catalogs
- Business cards
- Flyers
- Labels

# Print advertising rules

- Advertisements in the press, as a rule, are laconic and short
- In print advertising illustration application is very effective
- It is very important to focus attention to all possible communication facilities with the advertiser



# Advantages of a print advertising



**Speed of  
manufacture**

**Fast modification**

**More deeply realize the  
information**

**Profitability**



**Simplicity**

**Using advertizing  
immediately**



# Advertising in magazines



For a long time advertisers understand how to act on the consumers through print products. They knew how to engage the viewer.

# Creative business cards

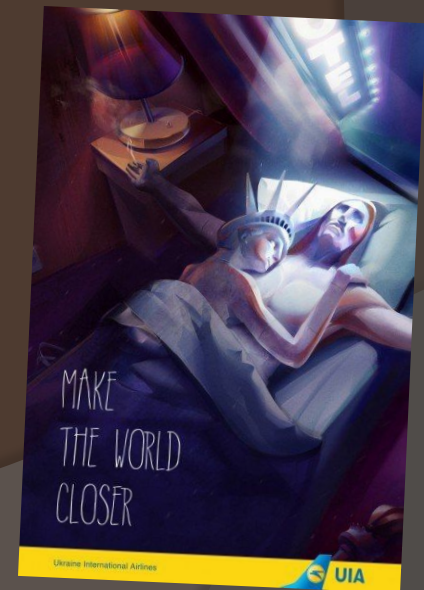
There are both successful and absolutely ridiculous examples of creative business cards





# Creative advertising posters in magazines

Examples of creative advertising posters in magazines:





*THANK YOU FOR  
ATTENTION!*