

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



Give her your Tiptalet and watch her smoke.

Go ahead. Give it to her. A rich, grape-y Tiptalet Burgundy. Or tangy Tiptalet Cherry. Or luscious Tiptalet Blueberry. That's right, Blueberry. It's wild Tiptalet. No inhaling. Blueberry taste and aroma both of you can use with...tipping, even after.

Because of America, we present a brand that's your most cigarette a Tiptalet.

TIPTALET TIPTALET TIPTALET TIPTALET

New from Morril. About 8 for \$10.

CustomGenius.com



Enjoy Life!

Drinks have **more life** with **PIN-POINT CARBONATION**

Where there's Life, there's CANADA DRY GINGER ALE-WATER

When you're getting fun out of life... Canada Dry Water and Ginger Ale always live up to the occasion, perfectly. Both make drinks sparkle the way life on a warm-up. Canada Dry Water gives up those Canada Dry Ginger Ales the delicious tang of pure Jamaica ginger. Whenever you drink, these world-famous beverages are sure to combine ordinary drinks.

Here are the reasons why:

1. **The Most Carbonated**... makes drinks bubble for longer life.
2. **Enhanced Flavors**... makes your drinks taste better.
3. **Special Preserving**... means purity, balance, clarity.
4. **Superior Quality**... reflects the world over.

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DOWMETAL THE METAL THAT TRAVELS *Light!*

When you're looking for a metal that's light, strong and durable, you'll find Dowmetal. It's the metal that's been used for decades in the construction of aircraft, ships, and other transportation vehicles. It's the metal that's been used for decades in the construction of bridges, buildings, and other structures. It's the metal that's been used for decades in the construction of machinery, tools, and other equipment. It's the metal that's been used for decades in the construction of everything that's made of metal.

THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN



OMEGA

SOULIGNE L'ELEGANCE DU GESTE

Un des modèles de la nouvelle collection : 622 en acier inoxydable... 500*

Autres modèles : En acier inoxydable, depuis 425* En or... depuis 900*

Et votre agent de voyage Omega.

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

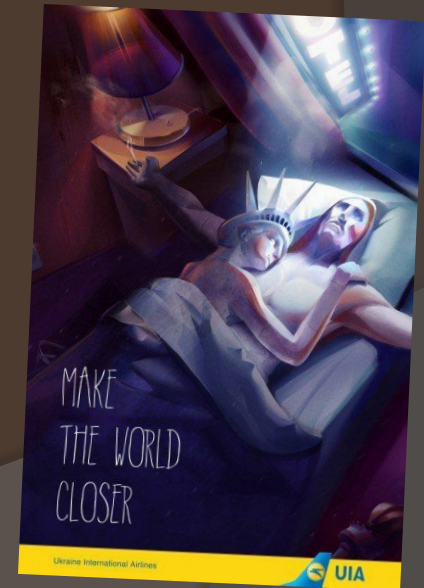
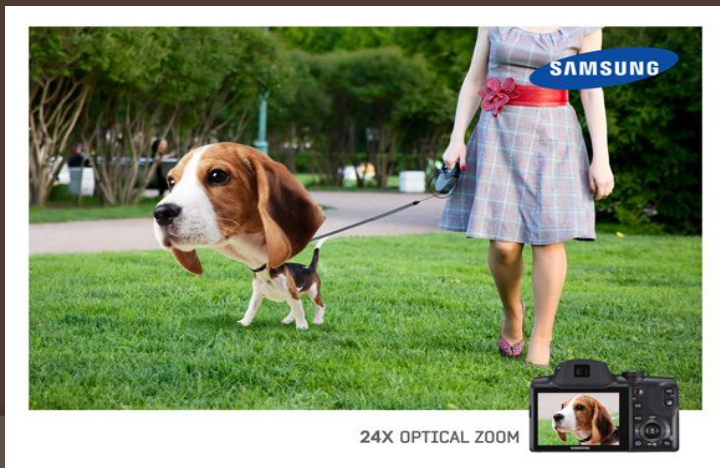
There are both successful and absolutely ridiculous examples of creative business cards



Creative advertising posters in magazines



Examples of creative advertising posters in magazines:



*THANK YOU FOR
ATTENTION!*