

***World  
informational  
sources***

***ADVERTISING***



***Advertising*** is a sort of  
informational sources used to  
encourage an audience to  
continue or take some new action.  
May be considered as a form of  
communication.

Здесь  
может быть  
Ваша  
реклама

- ***Advertising messages*** are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs and websites and text messages.





*Modern advertising developed  
with the rise of mass  
production in the late 19th and  
early 20th centuries.*

**Coca-cola advertising from 1890's**



**Commercial advertising media** can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, skywriting, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, doors of bathroom the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.



# ***Television advertising / Music in advertising***

- ***TV networks charge for commercial airtime during popular TV events.***





- ***Virtual advertisements may be inserted into regular television programming through computer graphics. virtual billboards may be inserted into the background where none exist in real-life. This technique is especially used in televised sporting events.***



# *Infomercials*

- *An infomercial is a long-format television commercial, typically five minutes or longer. Infomercials describe, display, and often demonstrate products and their features.*





# *Radio advertising*

- *Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device.*



# Online advertising

- **Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers.**
- **Examples of online advertising include Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.**



The image shows a screenshot of the Yandex search engine homepage. The main search bar is yellow with the text "Например, село Gammalsvenskby" and a "Найти" button. Below the search bar is an advertisement for "ФОКСТРОТ" (Fox Trot) featuring a fox logo and text about credit. To the left of the search bar is the Yandex logo and a sidebar with links like "Пошта", "Написать лист", and "Нових листів немає". To the right of the search bar is a sidebar with links like "Мои Сообщения", "Мои Группы", "Мои Новости +1", "Мои Настройки", "Приложения", "Документы", and "Используйте свой шанс!".

Яндекс  
Найдётся все

Поиск Карты Маркет Новини Словники Блоги Відео Зображення ще

Например, село Gammalsvenskby

Найти

Кредит надається у період з 22 березня по 30 квітня 2012 року. Під фразою «Кредит 0,01%» мається на увазі кредит зі ставкою 0,01% річних від заборгованості (строк кредитування до 10 місяців, авансовий внесок - від 20% від ціни товару, сплата комісії банку залежить від обраної програми кредитування), що пропонується ПАТ «Дельта Банк» (ліцензія НБУ №225 від 11.10.2011 року). Деталі запитуйте у представників банку, які знаходяться у магазинах ТМ «Фокстрот техніка для дому». Інформація надається на правах реклами.

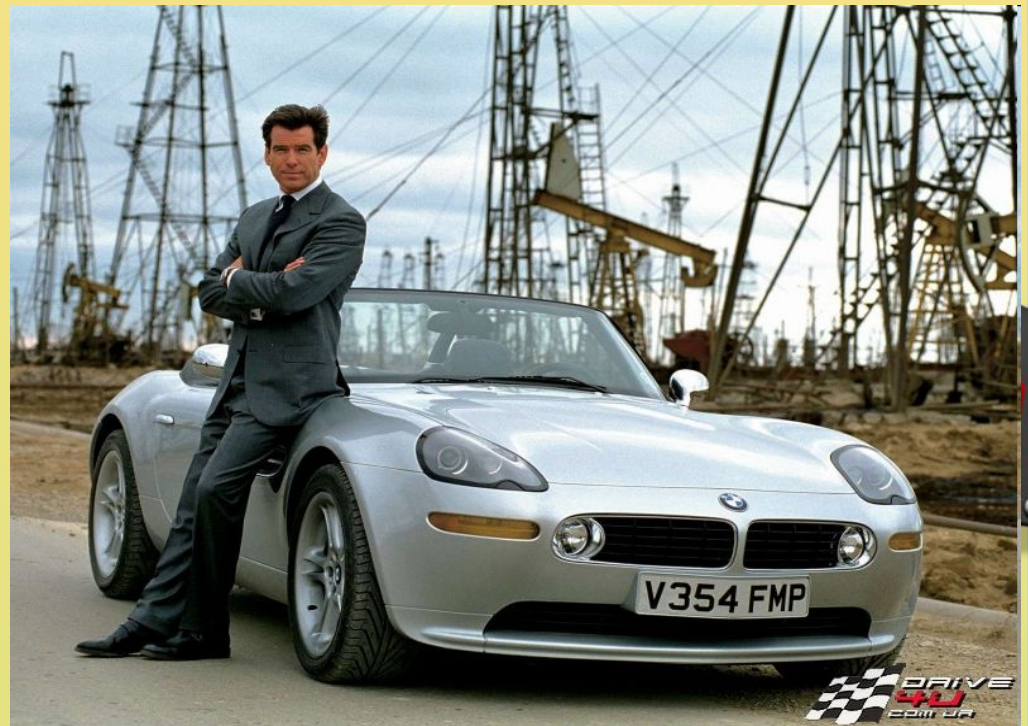
ФОКСТРОТ

Мои Сообщения  
Мои Группы  
Мои Новости +1  
Мои Настройки  
Приложения  
Документы  
Используйте свой шанс!  
careerexpo.com.ua  
Хотите работать в банке? Ищите свою вакансию здесь!  
Набір персоналу відкрито  
mcdonalds.ua

Редактирова  
Изменить фо  
Фотографии  
Видеозаписи  
Мои подарки  
Мои подписчи  
Заполнит

# *Product placements*

- *Covert advertising is when a product or brand is embedded in entertainment and media.*
- *For example, product placement for Omega Watches, Ford, VAIO, BMW and Aston Martin cars are featured in recent James Bond films.*





# Press advertising

- *Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal.*

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www.magazine.nashdom.dn.ua

**ВСЕ обо ВСЕМ** *Найди свое!*

**НЕДВИЖИМОСТЬ, РАБОТА, ТОВАРЫ, УСЛУГИ**

**Газета рекламных объявлений  
Донецка и области**

83087, г. Донецк, пр. Б. Хмельницкого, 40  
Тел.: (062)206 84 57, (050)367 12 46, (066)932 82 39

946 367 771 220

ДОНЕЦКАЯ ГАЗЕТА ОБЪЯВЛЕНИЙ

**Реклама**

ДОНЕЦКАЯ ГАЗЕТА ОБЪЯВЛЕНИЙ

17.03.2010

Множество мелких рекламных объявлений в различных категориях: недвижимость, транспорт, услуги, товары.

- **Billboard advertising**
- **Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and traffic.**



# *Coffee cup advertising*

- *Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia.*





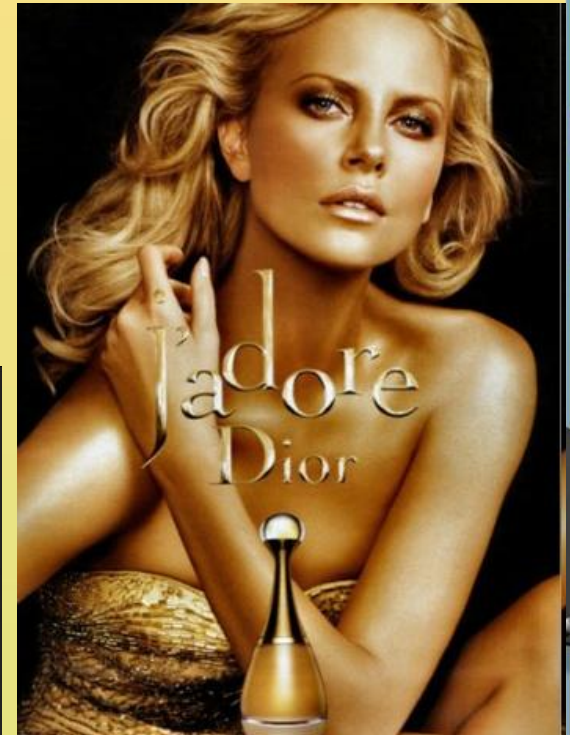
# *Street advertising*

- *This type of advertising creates outdoor advertising on street furniture. The media became an effective tool for getting brand messages out into public spaces.*



# *Celebrity branding*

- *This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers.*



- *The purpose of advertising – to convey information from the advertiser's message to the target audience.*
- *The task of advertising – to induce the target audience to action (the choice of goods or services, implementation of purchase, etc.).*

