

*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.*



BIGSTEREO AND DJ OMAR PRESENT
A SAN FRANCISCO SXSW PRE-PARTY

DJ SET

LO FI FNK

DJ OMAR (POPCENE) RCHRD OH?! (BIGSTEREO.NET)

DJ NEVER FORGET (FINGER ON THE PULSE, BROOKLYN)

MONDAY MARCH 12TH @MINT(414 JESSIE ST. AT FIFTH ST. IN SOMA

\$3 BEFORE 11PM \$5 AFTER

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.**

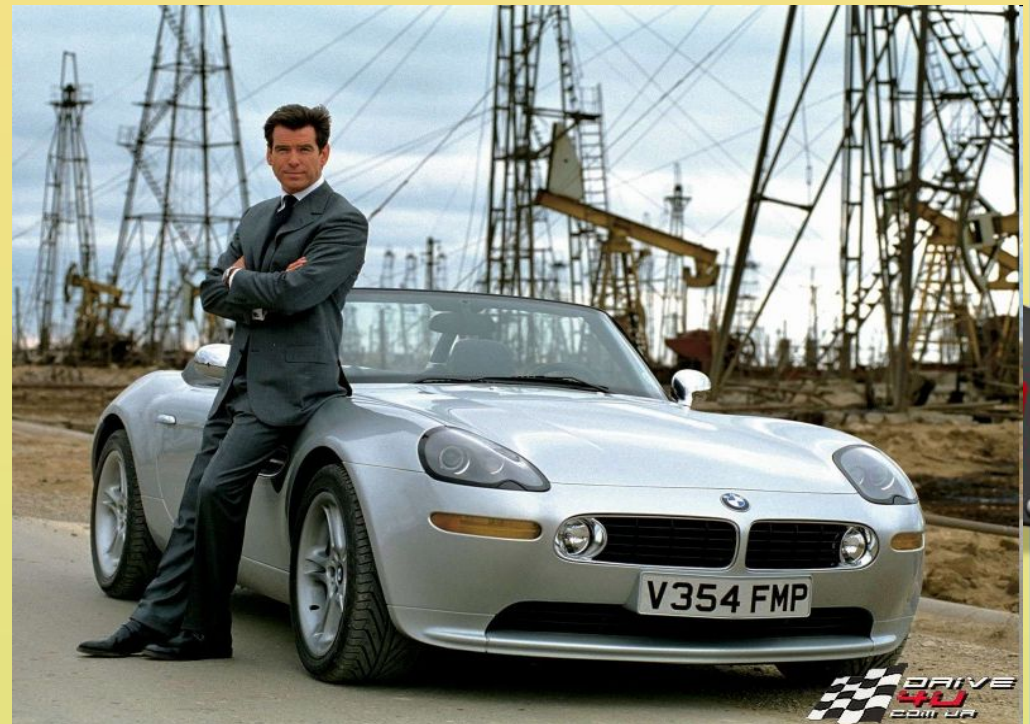
The screenshot shows the Yandex search engine interface. At the top, there are navigation links: Пошук, Карты, Маркет, Новини, Словники, Блоги, Відео, Зображення, and ще. Below these is a search bar with the text "Наприклад, село Gammalsvenskby" and a "Знайти" button. On the left, there is a sidebar with the Yandex logo, the slogan "Знайдеться все", and a mail icon with the address "savracka@yandex.ua" and a notification "Нових листів немає".

In the center, there is an advertisement for "ФОКСТРОТ" (Fokstrot) bank. The ad text reads: "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." The Fokstrot logo is also visible.

On the right side of the screenshot, there is a sidebar with a list of items: "Мои Сообщения", "Мои Группы", "Мои Новости +1", "Мои Настройки", "Приложения", and "Документы". Below this is a section titled "Используйте свой шанс!" with the URL "careerexpo.com.ua" and logos for "ПУМБ" and another logo. Further down, there is a section titled "Набір персоналу відкрито" with the URL "mcdonalds.ua".

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

Найди свое!

ВСЕ **обо** ВСЕМ

НЕДВИЖИМОСТЬ, РАБОТА, ТОВАРЫ, УСЛУГИ

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Донецка и области*

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Тел.: (062)206 84 57, (050)367 12 46, (066)932 82 39

946 367 771 220

ДОНЕЦКАЯ ОБЛАСТНАЯ ГАЗЕТА ОБЪЯВЛЕНИЙ

Реклама

ДВИГАТЕЛЬ ТОРГОВЛИ

17.03.2010

- *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.*



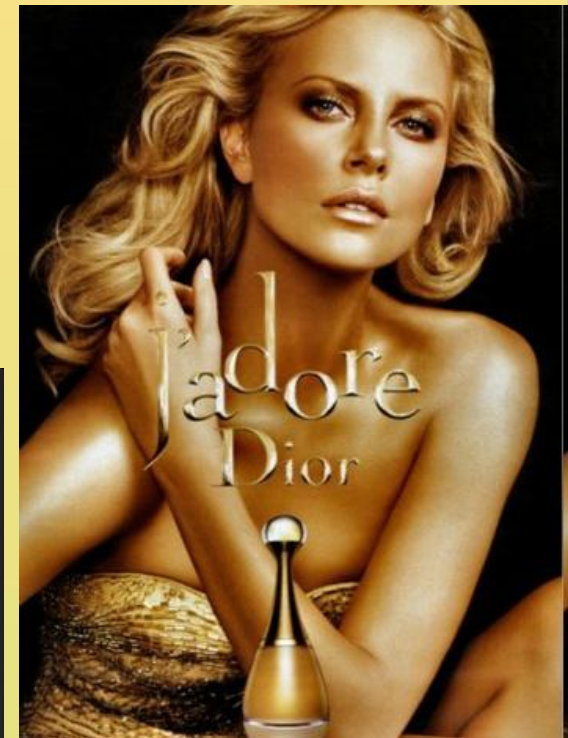
Street advertising

- 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.).*

