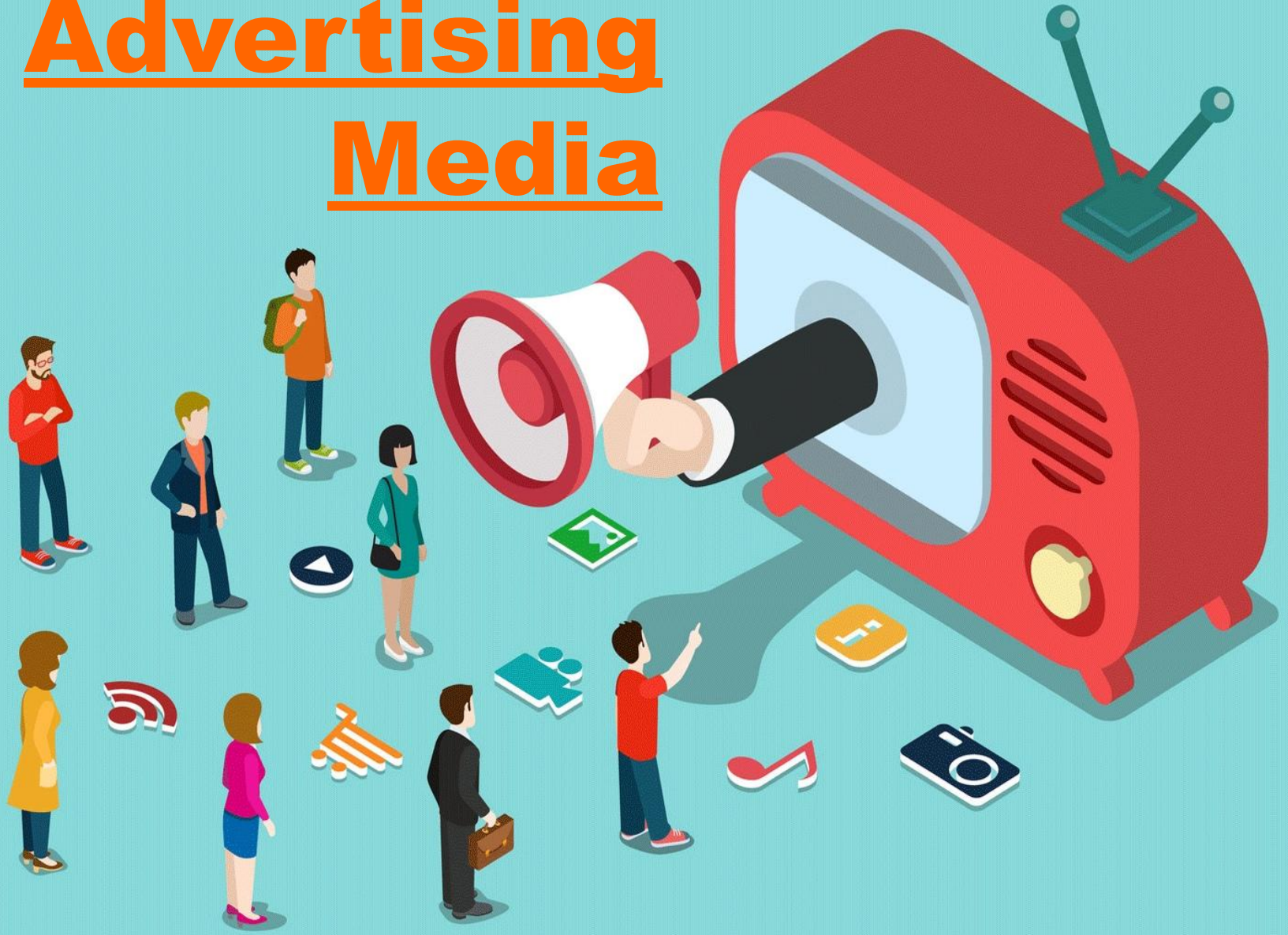
Advertising Media



Advertising media

Advertising media refers to the various **media channels through which advertising is done.**

Advertising media is used for **showcasing promotional content** which communicated in various forms such as text, speech, images, videos using TV, radio, online, outdoor etc.

Basically they are channels through which companies can advertise their products and services to reach to customers.

Importance of Advertising media

Advertising media plays a pivotal role in business and marketing for companies. There are many companies who offer products and services to companies. However, it is impossible for every customer to know about every brand or product. This is why companies advertise and use advertising media to reach to customers. Depending upon the customer demographics,advertising budget, targets of the company, advertising objectives etc, companies can choose the type of media they want and they can do an advertising campaign.

TV
Outdoor
Radio
ADVERTISING MEDIA
Print
Online
Mobile