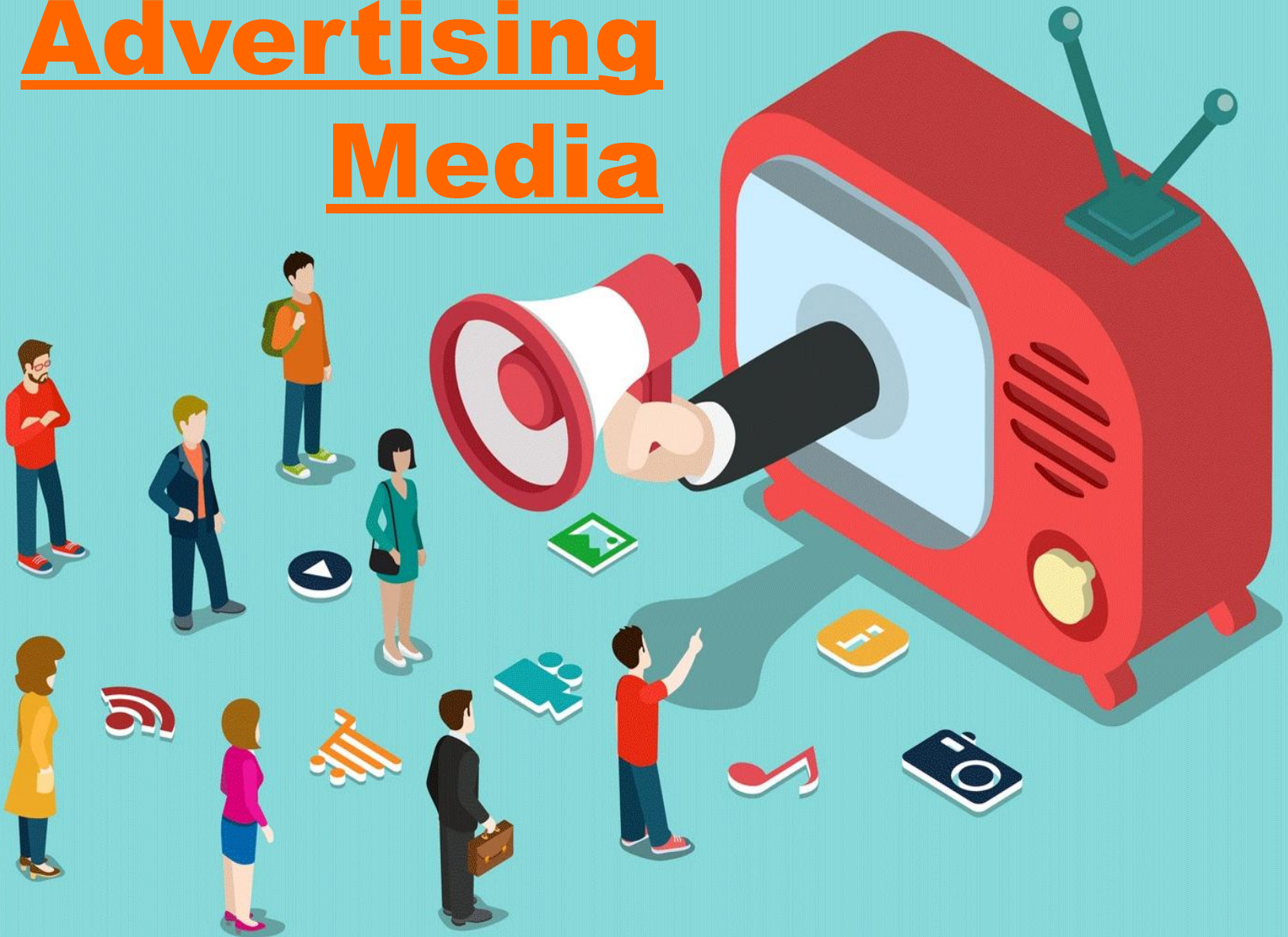


Advertising Media

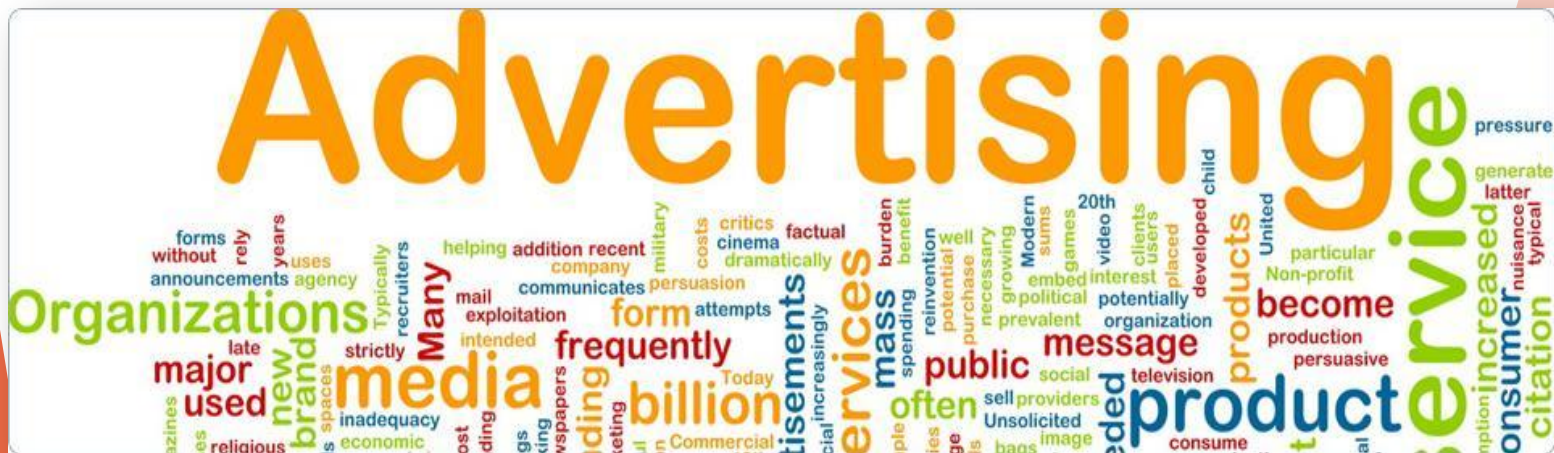
An isometric illustration on a light blue background. At the top left, the words 'Advertising' and 'Media' are stacked vertically in a large, bold, orange font, both underlined. To the right, a large, red, vintage-style radio with a black antenna and a yellow speaker grille is shown. A hand in a black suit sleeve holds a red and white megaphone, pointing it towards a group of people. The group consists of seven diverse individuals: a man with glasses in a red shirt, a man in a blue jacket, a man with a backpack in an orange shirt, a woman in a teal dress, a woman in a yellow coat, a woman in a pink top, and a man in a black suit holding a brown briefcase. Scattered around them are various digital and media icons: a green play button, a blue Wi-Fi symbol, a blue smartphone, a red musical note, a blue puzzle piece, and a yellow speech bubble. The overall scene represents the reach and impact of advertising media in a digital age.

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.



