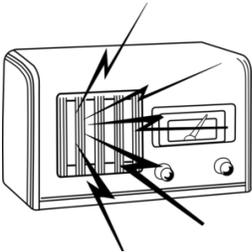


Advertising Notes

Media	Information
<p>Newspapers</p> 	<ul style="list-style-type: none"> - almost half of all newspapers are made up of ads - papers have ads for local stores - newspapers sell advertising space in all sections of the paper - most ads are found in the classified section- where they are put into categories for easy use - display ads can be in color, have a picture and can vary in size
<p>Magazines</p> 	<ul style="list-style-type: none"> - magazines also sell space for advertising - magazines have better printing quality than newspapers - most magazines have full page color ads - magazines have ads that are unique or specialty to the style of magazine
<p>Direct Mail</p> 	<ul style="list-style-type: none"> - advertisements consist of leaflets, brochures, catalogs or letters - mailed directly to consumers - consumers can be on a specific mailing list or can get general advertising delivered -advertising this way costs more for companies, but is guaranteed to reach a large group of consumers
<p>Radio</p> 	<ul style="list-style-type: none"> - local advertisers place about 70% of advertisements on the radio - an advantage of radio advertising is that it will repeat throughout the whole day -commercials last from 30-45 sec - can use sounds, voices, celebrity to endorse products

Media	Information
<p data-bbox="203 237 444 275">Outdoor Signs</p> 	<ul style="list-style-type: none"> - large and colorful - can be left out for long periods of time - cost a lot of money - can get a large number of consumers to view ad
<p data-bbox="203 466 370 504">Television</p> 	<ul style="list-style-type: none"> - combines movement and sound to make ad stand out - can use music, celebrity endorsement, animals, and other techniques to appeal to the consumer - costly - can run from 30sec to 1 min - repeats throughout a time slot, or program - can reach a large number of consumers
<p data-bbox="203 808 331 846">Internet</p> 	<ul style="list-style-type: none"> - reaches a large number of young adults as they are not watching tv as much - can reach lots of consumers around the world - can range from banners to pop-ups - can survey consumers with surveys to gear ads that would appeal to specific consumer needs - can be sent out on webpages or email