**Advertising**

|  |  |
| --- | --- |
| 1 **ad *abbr.* advert *abbr.*** | advertisement -  |
| 2 **advertisement *n.***  | item of publicity for a product or service, in magazine, on TV etc |
| 3 **advertising agency *n.***  | company specializing in producing and placing advertisements for clients |
| 4 **AIDA *abbr.***  | Attention, Interest, Desire, Action - the objective of most advertisements |
| 5 **benefit *n.***  | advantage of a product or service, usually derived from its features |
| 6 **billboard *n.***  | signboard, usually outdoors, for advertising posters; hoarding |
| 7 **circulation *n.***  | average number of copies of a magazine sold in a particular period |
| 8 **classified ads *n.***  | small advertisements in magazine or newspaper categorized by subject |
| 9 **commercial *n.***  | paid advertisement on radio or TV |
| 10 **coupon *n.***  | part of a printed advertisement used for ordering goods, samples etc |
| 11 **double-page spread *n.***  | advertisement printed across 2 pages in a magazine or newspaper |
| 12 **eye-catcher *n.***  | something that especially attracts one’s attention - **eye-catching *adj.*** |
| 13 **features *n.***  | special characteristics of a product, usually leading to certain benefits |
| 14 **hoarding*.***  | signboard, usually outdoors, for advertising posters; billboard |
| 15 **poster *n.***  | large sheet of paper, usually illustrated, used as advertisement |
| 16 **prime time *n.***  | hours on radio & TV with largest audience, esp. the evening hours |
| 17 **promote *v.***  | to (try to) increase sales of a product by publicizing and advertising it |
| 18 **slot *n.***  | specific time in a broadcasting schedule, when a commercial may be shown |
| 19 **target *n.***  | objective; what one is aiming at - **target audience *n.*** |
| 20 **U.S.P. *abbr.***  | Unique Selling Proposition; what makes a product different from others |