**Advertising**

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| 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 |