

## ADVERTISING

Advertising is a part of modern business world. It is essential part of marketing.

**Advertising** is a form of communication to persuade people (viewers, readers or listeners) to buy products or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular consumer.

Advertising can also serve to communicate an idea to a huge amount of people and convince them to take a certain action, such as voting a political party.

**Classified advertising** is a form of advertising which is particularly common in newspapers, online and other periodicals

Classified advertising is usually text-only and can consist of as little as the type of item being sold and a telephone number to call for more information.

Classified advertising is called such because it is generally grouped under headings classifying the product or service (headings such as Accounting, Automobiles, Clothing, Farm Produce, For Sale, For Rent, etc.) and is grouped entirely in a distinct section of the periodical, which makes it distinct from display advertising, which often contains graphics or other art work.

There exist lots of ways how to advertise products. Commercial **advertising media** can include billboards, printed flyers, radio, cinema and television adverts, web banners, shopping carts, web popups, bus stop benches, magazines, newspapers, sides of buses, taxicab doors, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, stickers on apples in supermarkets, the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

### Television

The TV commercial is generally considered the most effective mass-market advertising format, and commercial airtime during popular TV events is very expensive. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television.

### Infomercials

An infomercial is a long-format television commercial, typically five minutes or longer. The word "infomercial" means "information" & "commercial". The main objective in an infomercial is persuade TV viewer, who sees the presentation and then immediately buys the product through the advertised phone number on the screen.

### Radio advertising

Radio advertising is a form of advertising via the radio.

Radio has the limitation of being limited only to sound, but can use music or voices of popular actors or other celebrities.

### Press advertising

Press advertising describes advertising in a printed medium such as a newspaper, magazine, local newspapers and trade journals on very specialized topics. A form of press advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service.

### Online advertising

Online advertising is a form of promotion that uses the Internet for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include ads that appear on search engine results pages, banner ads, online classified advertising, and e-mail marketing, including e-mail spam.

### Billboard advertising

Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums