**Chapter Notes: Advertising**

Read the third section, Advertising (pages 255-262, in your textbook, and use the following organizers to guide your note-taking.

1. Explain the four standard rules for creating good print and broadcast advertising

|  |  |  |
| --- | --- | --- |
| **Adverting Rule** | **Print Advertising**  | **Broadcast Advertising** |
| Attract Attention |  |  |
| Gain Interest |  |  |
| Build Desire |  |  |
| Get Action |  |  |

1. Use the organizer below to explain the similarities and differences between advertising and publicity

|  |  |
| --- | --- |
| **Similarities** | **Differences** |
|  |  |
|  |  |
|  |  |

1. Explain the following types of advertising

|  |  |
| --- | --- |
| **Type of Advertising** | **Description** |
| Direct-to-Home |  |
| Out-of-Home |  |
| Radio |  |
| Television |  |
| Newspaper |  |
| Magazine |  |
| Internet |  |

1. Use the chart below to define and compare the eight categories used to evaluate media.

|  |  |  |  |
| --- | --- | --- | --- |
| **Category**  | **Definition** | **Media Where It Is Strongest** | **Media Where It Is Weakest** |
| Reach |  |  |  |
| Frequency |  |  |  |
| Selectivity |  |  |  |
| Durability |  |  |  |
| Lead-Time |  |  |  |
| Mechanical requirements |  |  |  |
| Clutter |  |  |  |
| Costs |  |  |  |