



# ADVERTISING

The letters in *(brackets)* are NOT in the right order.  
 Put the letters in the right order.  
 Put the words in Alphabetical order.

**Example:** *(terwin)* = winter

## Advertising

- |  |                        |
|--|------------------------|
| 1. <i>(advertising cagency)</i> = _____    | 1. <u>agency</u> _____ |
| 2. <i>(advertising penexses)</i> = _____   | 2. _____               |
| 3. <i>(advertising paigcamn)</i> = _____   | 3. _____               |
| 4. <i>(advertising pannler)</i> = _____    | 4. _____               |
| 5. <i>(advertising tagen)</i> = _____      | 5. c_____              |
| 6. <i>(advertising agerman)</i> = _____    | 6. _____               |
| 7. <i>(advertising sulcontant)</i> = _____ | 7. e_____              |
| 8. <i>(advertising udgbet)</i> = _____     | 8. _____               |
| 9. <i>(advertising sterpo)</i> = _____     | 9. _____               |
| 10. <i>(advertising ediam)</i> = _____     | 10. p_____             |
| 11. <i>(advertising scolmun)</i> = _____   | 11. _____              |
| 12. <i>(advertising traee)</i> = _____     | 12. _____              |



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## Choose A Column

*Choose the correct column for the words your teacher reads to you.*

Street Ads	Online Ads	TV Ads	Printed Ads

# Teacher's Key

## Advertising

(advertising agency)	= _____	1. <i>agency</i>
(advertising expenses)	= _____	2. <i>agent</i>
(advertising campaign)	= _____	3. <i>budget</i>
(advertising planner)	= _____	4. <i>campaign</i>
(advertising agent)	= _____	5. <i>columns</i>
(advertising manager)	= _____	6. <i>consultant</i>
(advertising consultant)	= _____	7. <i>expenses</i>
(advertising budget)	= _____	8. <i>manager</i>
(advertising poster)	= _____	9. <i>media</i>
(advertising media)	= _____	10. <i>planner</i>
(advertising columns)	= _____	11. <i>poster</i>
(advertising rate)	= _____	12. <i>rate</i>

## Choose A Column

Street Ads	Online Ads	TV Ads	Printed Ads
Neon signs	Pop-ups	Commercials	Classified ads
Billboards	Pay-per-click	Product placement	Brochures
Fliers	Pre-roll ads		Mailshots

\* **product placement:**

\* a practice in which manufacturers of goods or providers of a service gain exposure for their products by paying for them to be featured in films and television programs.

\* **mailshots:**

\* a dispatch of mail, especially promotional material, to a large number of people.