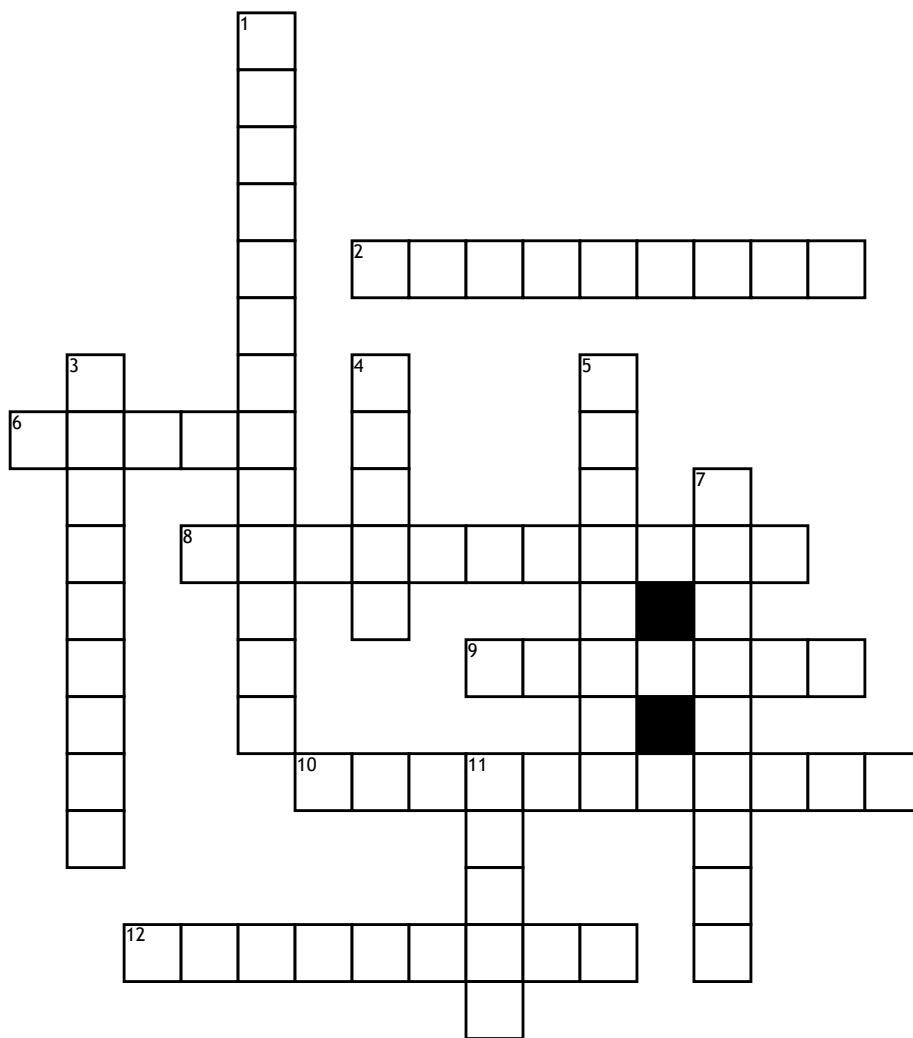


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Advertisement



## Across

2. small item with promotional message

6. newspapers and magazines

8. interaction through personal blogs

9. some promotions have items grouped together

10. provides encouragement for consumers to buy a product

12. print is the most \_\_\_\_\_ advertisement

## Down

1. creates a public image, in public places

3. video/audio content

4. audio ads can be heard on the \_\_\_\_\_

5. web ads are found on \_\_\_\_\_

7. ad you might see driving down the highway

11. advertising to the public

## Word Bank

Media

Specialty

Promotional

Social Media

Billboard

Institutional

Internet

Bundles

Effective

Broadcast

Print

Radio