

Vocabulary

Key Vocabulary

Read this paragraph about advertising and check your understanding of the words in bold.

Advertising is an essential part of business. Businesses advertise in order to make people aware of the products and services that they offer. Small companies may not be able to pay for **commercials** on TV or other national or international media, but they can **place ads** in local **media**, such as in the **classified ad** sections of local newspapers, or they can buy **air time** on commercial radio stations. They can also produce **posters** or **flyers** relatively cheaply or even place ads online. Large companies often have a special **budget** to pay **advertising agencies** that specialize in designing and producing advertisements. These agencies create commercials with **slogans** and **jingles** aimed at a particular **target** audience as part of a **promotional campaign** to **gain publicity** and **create brand recognition**.

1 Match a word from column A with a word from column B and use the phrases to complete the sentences below.

A	B
advertising	recognition
brand	audience
classified	time
target	agency
air	ads

- 1 Alcordo runs the largest advertising agency in the town.
- 2 We saw a truck for sale in the _____ .
- 3 The _____ for our products is the 35 to 45 age group.
- 4 We have budgeted enough for 45 seconds of _____ for ads during the televised basketball game.
- 5 This study shows that _____ for our cooling product is increasing.

You can see the whole lesson from your teacher, please ask them to send it to you before the class.

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