

Name: _____

Ads Are Everywhere

Directions: The article “A Big Promotion” (page 22) talks about how advertisers try to persuade you to buy their products. You encounter ads when you thumb through a magazine or channel-surf, and in many other ways as well. Check out this list of 25 obvious and not-so-obvious forms of advertising. Then answer the questions below.

- Ads on Channel 1 in schools
- Ads on movie screens
- Banners at sporting events, voting sites, and outdoor concerts
- Billboards
- Company-sponsored blogs
- Computer games created by cable networks, TV shows, and video game manufacturers
- Corporate-sponsored educational materials and promotions, such as General Mills Box Tops for Education and Campbell's Labels for Education
- Coupons
- Direct mail
- E-mail spam
- Highway signs for restaurants, gas stations, attractions, and rest areas
- Kids' meal toys that promote movies or TV shows
- Logos on clothes
- Movie previews
- Pop-ups and display advertising on Web sites and social networking sites
- Print ads in newspapers and magazines
- Product-licensing agreements, such as Monopoly, The Disney Edition; SpongeBob SquarePants party decorations; and Harry Potter Halloween costumes
- Product giveaways, such as collector's edition cards to the first 100 moviegoers, water bottles during a walk-a-thon, or a picture with a local sports star at a carnival
- Product packages and boxes
- Product placement in TV shows, movies, blogs, and video games
- Sponsorship of news, sports, concerts, and special events live or on TV, cable, and radio
- Store catalogs
- Supermarket flyers
- Text messages from wireless carriers and other companies
- TV and radio commercials

1. How many of these items did you recognize as advertisements? _____

2. What other ways of advertising a product can you name?
