

# Homework

## Advertising Vocabulary

### A. Underline the correct words in the sentences below.

1. Nowadays, it is illegal to show *clicks* / *advertisements* for cigarettes on television.
2. If we want people to read our ad, it has to be an *eye-catcher* / *target*.
3. A 30-second *slot* / *benefit* on prime-time television is likely to cost over \$3000.
4. The product's main *feature* / *slogan* is its high protein content.
5. There was a *double-page spread* / *coupon* in the newspaper advertising the event.

### B. Complete the sentences using the correct words from the box.

ads	clicks	commercial	advertising agency	slogan
prime time	classified ads	circulation	benefits	billboards

1. The magazine's ..... has increased since they started advertising it online.
2. .... for exotic holiday destinations always make me want to travel.
3. Our online ad received a lot of ....., so our boss was very pleased.
4. I saw a funny ..... while I was watching television.
5. If you want the ad to be effective, it's important to convey the product's .....
6. George has been working for an ..... since he graduated last year.
7. Advertising on ..... television is sure to boost our sales.
8. I drove past several ..... advertising the restaurant's new burger.
9. Most people of my age are familiar with the restaurant chain's catchy .....
10. I checked the ..... to see if there were any second-hand bikes for sale.

### C. Match the sentence halves, underlining the correct word.

1. I used my ..... a. *advertise* / *buy* your products online.
2. The company is trying to ..... b. *target* / *slot* audience is teens and young adults.
3. You'll get more business if you ..... c. *target* / *promote* their new range of cosmetics.
4. We are currently putting up ..... d. *ads* / *coupons* at the shop and saved a lot of money.
5. The company's ..... e. *posters* / *coupons* to raise awareness of our campaign.



More on this topic at: [eclub.to/av](http://eclub.to/av)

# Homework answers

## Advertising Vocabulary

### Exercise A

1. advertisements
2. eye-catcher
3. slot
4. feature
5. double-page spread

### Exercise B

1. circulation
2. ads
3. clicks
4. commercial
5. benefits
6. advertising agency
7. prime time
8. billboards
9. slogan
10. classified ads

### Exercise C

1. d, coupons
2. c, promote
3. a, advertise
4. e, posters
5. b, target