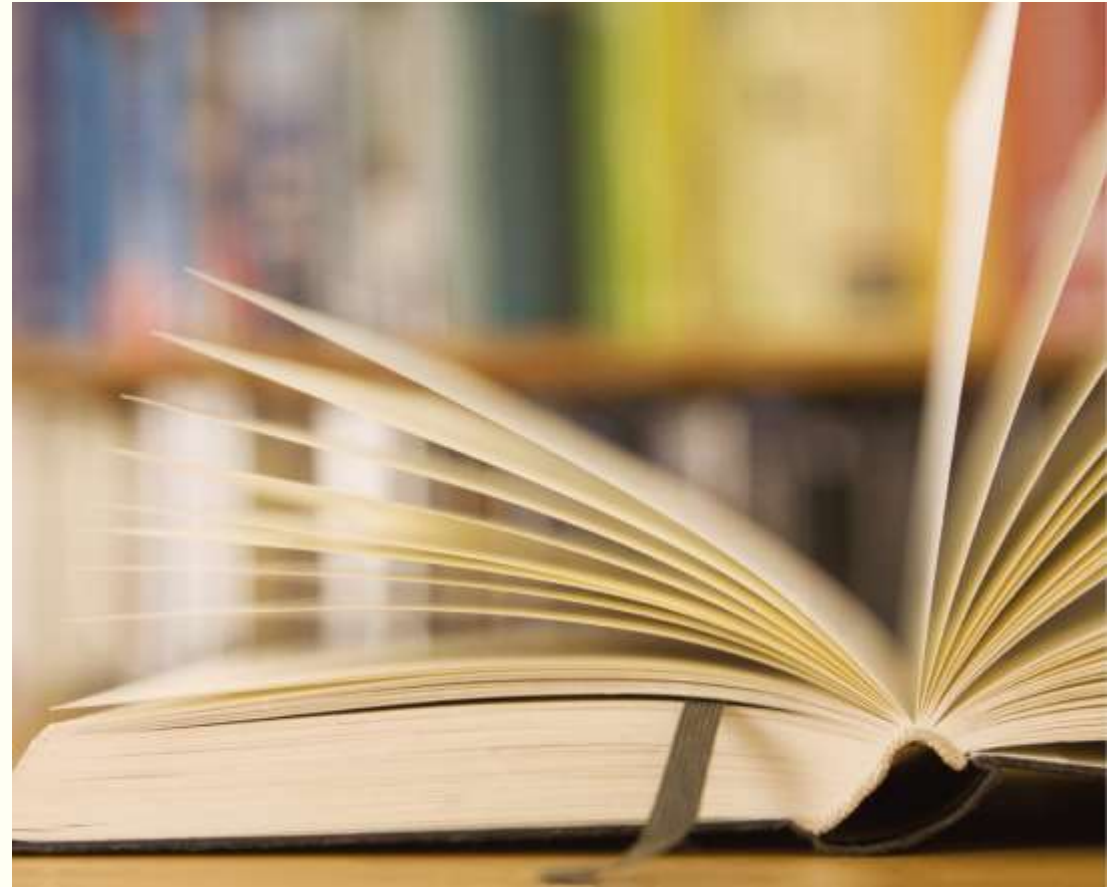


# Advertising

**S.Y.B.Com**



# Chapter. 1 Advertising Media

## Meaning

The media of advertising are the channels or vehicles of communication which carry and transmit advertising messages from the advertiser to the target audience

# Advantages of Newspaper Advertising

1. **Current Event**
2. **Detailed Information**
3. **Editorial Support**
4. **Flexibility**
5. **Geographic selectivity**
6. **Reference value**
7. **Size**
8. **Tracing of results**
9. **Expense Factor**
10. **Mobility**
11. **Repetition of Ads**
12. **Pass-on Readership**
13. **Genuineness of Circulation Figures**
14. **Inexpensive to Produce Ads**
15. **Status**

























































































































