

BUSINESS ENGLISH VOCABULARY

Advertising

Word	Meaning
advertisement	Item of publicity to promote a product or service in newspapers, magazines, on TV, etc.
advertising agency	Marketing services firm that assists companies in planning advertisements
AIDA	Attention, Interest, Desire, Action - the aim of all advertising
benefit	Advantage of a product or service
billboard	Signboard for advertising posters
broadsheet	Newspaper printed in a large format
campaign	organised course or plan of action
circulation	Average number of copies of newspapers or magazines sold over a period of time
classified ads	Small advertisements in newspapers or magazines, divided into categories
commercial	Advertisement on radio or television
coupon	Part of a printed advertisement to be used to order goods or samples
direct mail	Advertisement sent by post to prospective customers
double-page spread	Advertisement printed across two pages in a newspaper or magazine
editing	Reviewing or rewriting in order to make suitable for publication
eye-catcher	Something that particularly attracts one's attention
features	Special characteristics of a product
generic advertising	Advertising for a whole sector, such as tourism, rather than a specific product
hoarding	Wooden structure or signboard, used to carry advertisements
hype	Excessive or intensive publicity; exaggerated claims made in advertising
jingle	Catchy tune, with a short simple rhyme, used to promote a product

key words	Informative words chosen to indicate the content of a document
launch	To start an action in order to introduce something (e.g. a new product)
mailshot	Piece of advertising material sent to potential customers by post
mass media	The main means of mass communication (newspapers, TV and radio)
plug	Favourable publicity in the media for a commercial product (e.g. a book)
poster	Large sheet of paper used in advertising
prime time	Hours on radio and TV with the largest audience, usually the evening
promote	Use advertising and publicity to try to increase sales of a product
roadside signs	Large panels along roads and motorways used for outdoor advertising
slogan	Phrase used to advertise a product, or to identify a company or organisation
slot	Specific time in a broadcasting schedule allotted for a commercial
soundbite	Short extract from a recorded interview or speech
spam	Unsolicited advertising sent through the internet as an email message
spot	Position of a commercial in a radio programme or TV schedule
tabloid	Newspaper printed in small format, usually with a lot of photographs
target	Objective - what is aimed at
U.S.P.	Unique Selling Proposition - a declaration of what makes a product different.
write copy	Write a text to be printed or spoken in an advertisement or a commercial

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