

The background is a solid purple color. It features several thin, wavy lines in a lighter shade of purple that flow across the top. Three white, multi-pointed starburst shapes are scattered across the upper portion of the image. The text is centered in the lower half of the frame.

# *Types of Advertisements*

# Brochures (pamphlet)

Brochures are marketing materials that are handed out to advertise and convey information about products or services.

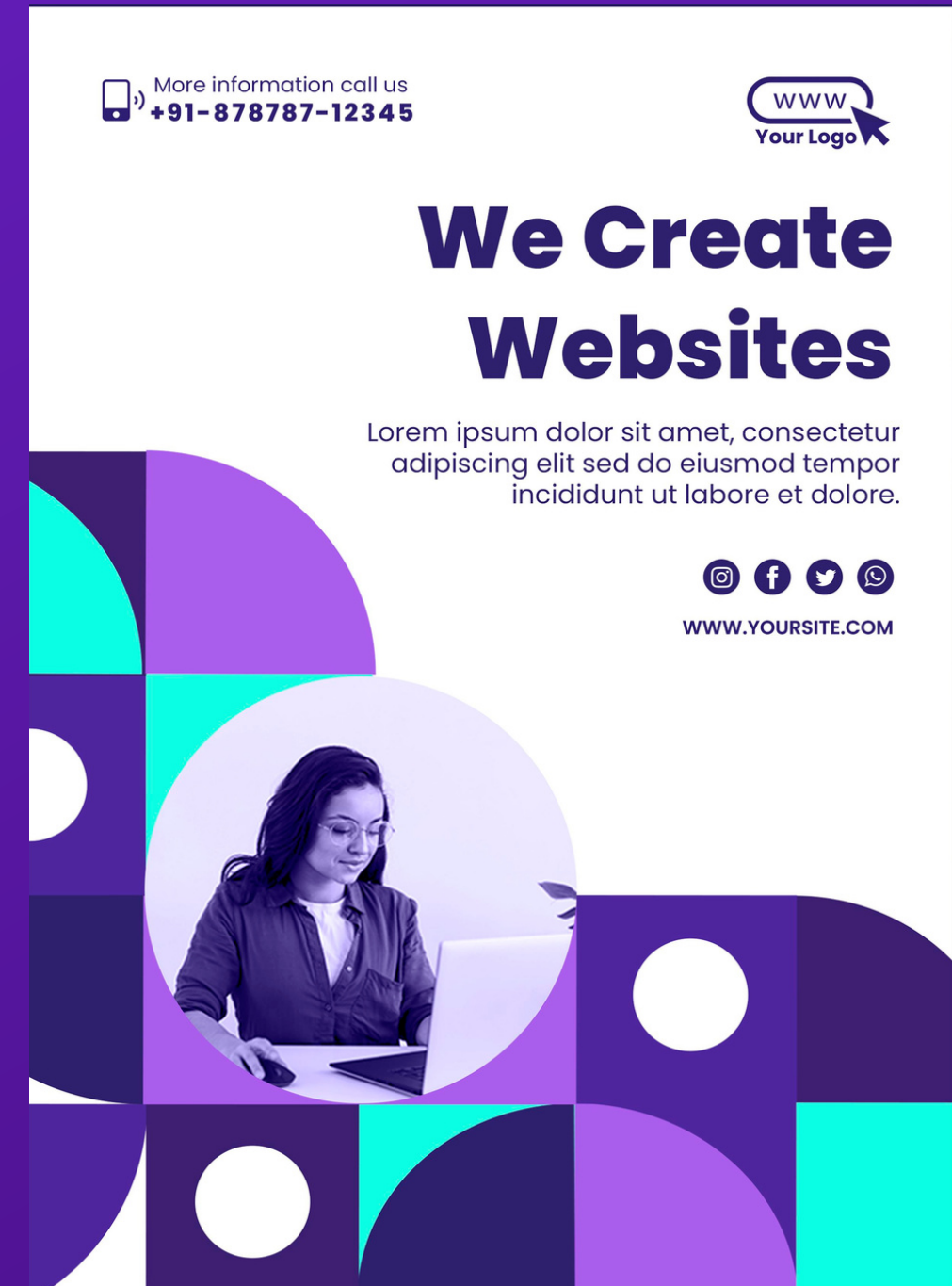
Brochures are primarily used for commercial purposes to promote a product or a service. A pamphlet is used mainly for sharing information with readers, usually for non-commercial purposes.



# Flyer



Flyers are a form of printed or digital advertisement that contains details about a business' products or services, and they are either posted in public places or handed to potential clients. They are small printed sheets of paper that are used for bringing attention to a company, service, or event.



# Leaflet

Leaflets are small, foldable pieces of paper (usually with a shiny finish) that contain bits of information regarding a certain company, event, product, or service. They are either handed out personally, delivered to a customer's mailbox, or stapled to a certain product upon purchase.

Leaflets are either folded or unfolded advertising materials that are used in targeted advertising campaigns.



# Poster

★ Posters are big, printed materials that contain text and images to advertise the products and services of a company. Posters are commonly seen in stores, malls, and other public places with heavy foot traffic.



# Commercial (on TV)

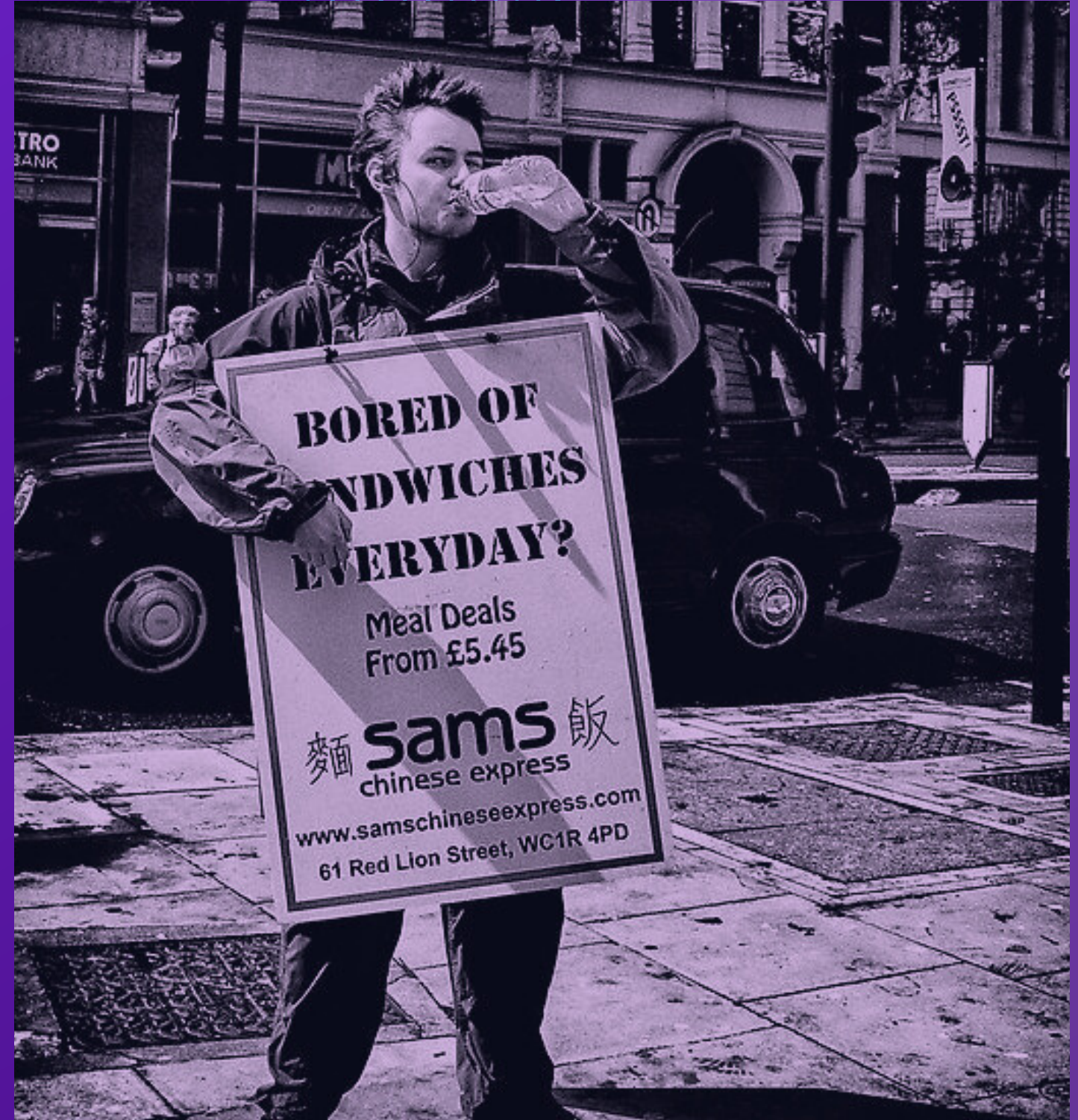


TV commercials, sometimes referred to as TV ads or TV advertisements, are short, typically 30-second videos that air on television during breaks in programming. TV commercials are a type of advertisement that allow brands to promote their products or services on television, and air during breaks in programming.

# Sandwich man



Sandwich man is a person with advertising boards hung from the shoulders.



# *Beer mat*

Beer mat is a small piece of cardboard on which the advertisement is placed





# Classified ad

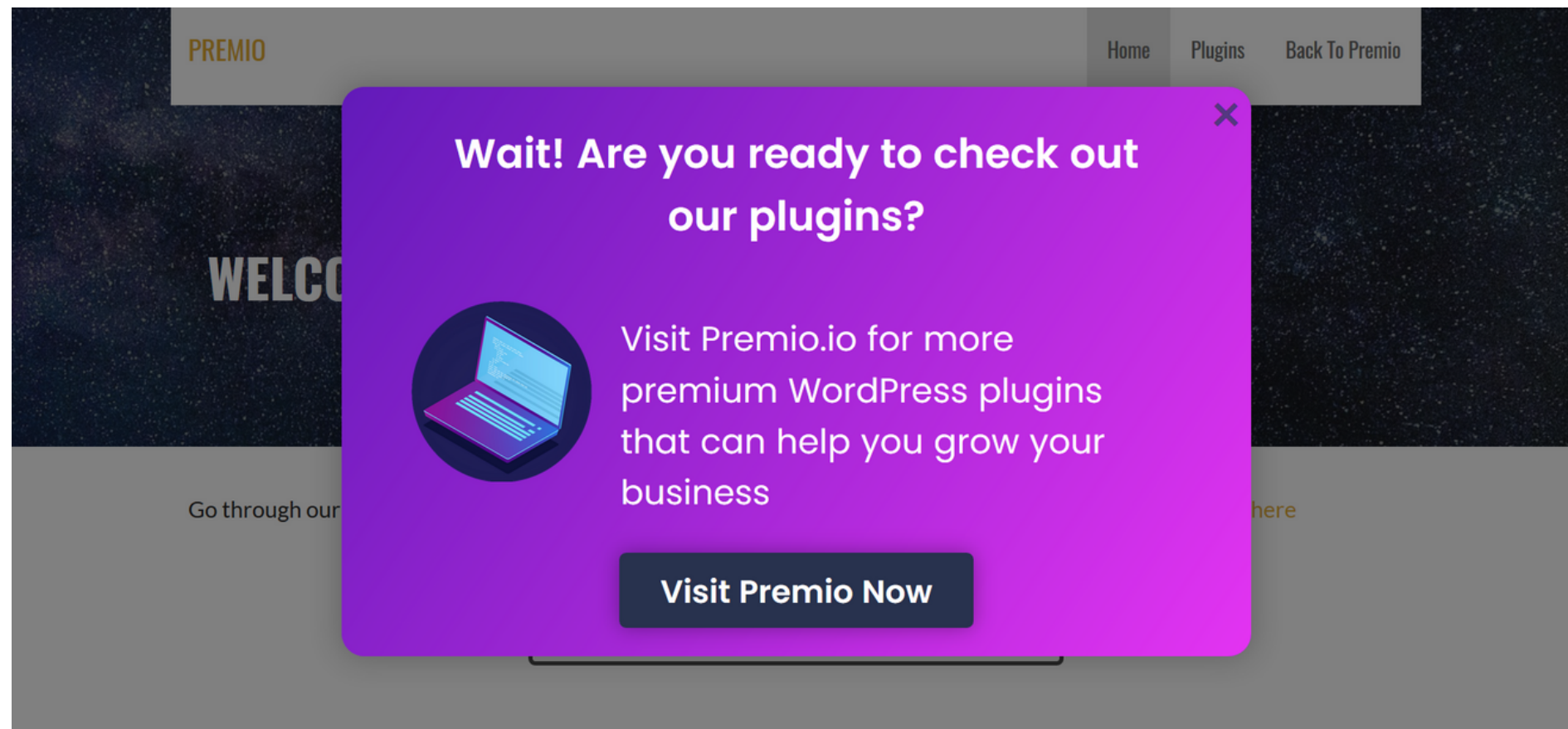


Classified ad is a small advertisement often put in a newspaper or magazine by individuals



# Pop-up advert

Pop-up advert shows up in a new browser window to get web users' attention.



# Cold-call



Cold-call is a call to (someone), in an attempt to sell goods or services.



# Point-of-sale adverts

Point-of-sale adverts - advertising for products and services at the places where they are bought, used to draw consumers' attention .



# Stands



An advertising stand is  
a simple standing sign  
advertising products



# *Floor sticker*

Floor stickers are images printed on self-adhesive vinyl and placed on the floor advertise a product, or offer useful information.



# Window stickers



Window stickers refer to printed stickers, images, graphics, letters adhered to a glass surface with adhesive backing. Mainly used by businesses to promote the brand name or advertise their products, sales, or services.



# *Billboards*

Billboard advertising is the process of using a large-scale print advertisement to market a company brand, product, service, or campaign





# Banners

★ Banner advertising refers to the use of a rectangular graphic display that stretches across the top, bottom, or sides of a website or online media property.



**AD BANNER DESIGN**  
ideas & examples  
that get the **maximum clicks**

The collage features four distinct banner designs: 1) A blue and orange banner for a handbag sale with '50% OFF' and 'BLACK Friday' text. 2) The pink McDonald's 'M' logo on a black background. 3) A Spotify banner with a woman's profile and the text 'LISTEN THE BEST'. 4) A white banner for a design program with the text 'Bring your ideas to life in minutes.' and 'Design now'.

# Displays

Display ads are images, videos, or gifs shown to users on websites or apps. Most display advertising uses square, landscape, or skyscraper formats with images, copy, and a strong (CTA) to entice users to click.

The image shows a screenshot of a website header and a display advertisement. The website header includes the logo for SEJ Search Engine Journal, a navigation menu with items like SEO, PPC, CONTENT, SOCIAL, NEWS, WEBINARS, and MORE, a 'Start now' button, and social media icons for LinkedIn, YouTube, and Twitter. Below the header is a large display advertisement with a dark blue background. The ad features the text 'Your audience is watching videos, but are they *watching yours?*' and a 'Start now' button. To the right of the text are several video thumbnails with titles like 'Product Videos', 'Video Animation', and 'Video Explainer', along with the 'fiverr business.' logo. The word 'ADVERTISEMENT' is centered below the ad.

SEJ Search Engine Journal

SEO ▾ PPC ▾ CONTENT ▾ SOCIAL ▾ NEWS ▾ WEBINARS MORE ▾

Start now

in yt tw 🔍

Your audience is watching videos,  
but are they *watching yours?*

Start now

Product Videos

Video Animation

Video Explainer

fiverr business.

ADVERTISEMENT

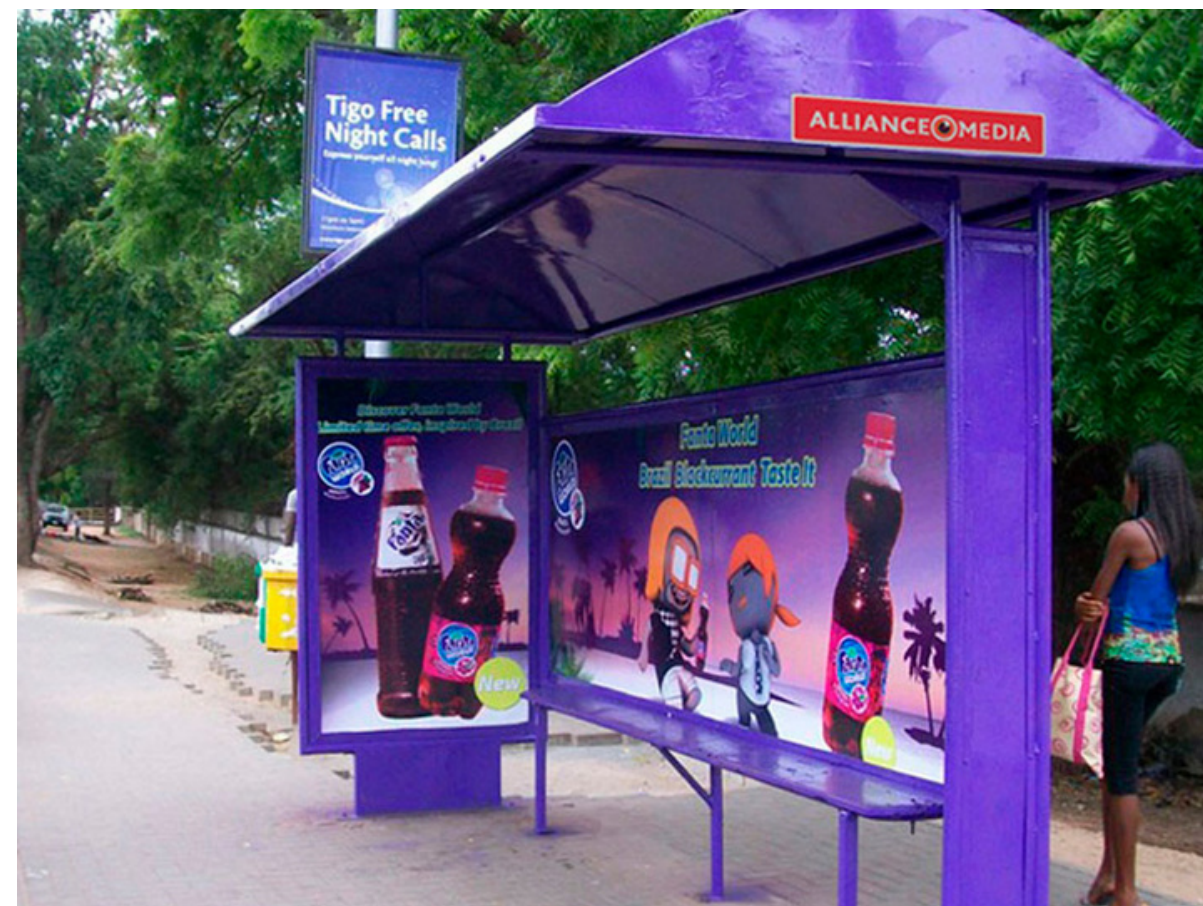
# Giveaways

✦ Giveaway is a promotional campaign that asks participants to perform certain actions for the chance to win a prize. For example, you might ask users to leave a comment on your Facebook post to earn entry into your prize draw.



# "Street furniture"

Street furniture advertising is a form of outdoor advertising that is placed on street furniture at close proximity to pedestrians for stand-out, eye-level viewing – or otherwise at curb-side so it is easily viewed by passing traffic.



# BOGO



BOGO is a sales promotion in which an item is offered free or at a reduced price when another item is purchased at full price.

Giveaways



## BUY ONE GET ONE FREE!

Chatime Scarborough (2030 Ellesmere)

From July 8 - 14, 1PM-3PM



Peach Green Tea

QQ Lychee Juice

Chatime Signature  
Milk Tea

# Raffle

The raffle is a sort of lottery, linked to launch events, in which the participants can exclusively purchase certain products, usually in a limited edition.



# Infocommercial



Infocommercial is an advertising film which promotes a product in an informative and supposedly objective style.



# *Half off*

Half off is a offering half or a specific amount of money off a product.





# Direct mail



Direct mail is a type of marketing that's delivered physically to a prospect's mailbox through the Postal Service



# *Decal*



Decal are placed in specific locations such as doors or bonnets. (wrapping) the vehicle with vinyl material serving as advertising

# Coupon



In marketing, a coupon is a ticket or document that can be redeemed for a financial discount or rebate when purchasing a product.

