https://theconversation.com/social-media-ads-are-about-to-change-how-new-rules-on-content-marketing-will-affect-what-you-see-and-share-189263

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| 1. **ad** | ***abbr.*** advertisement - **advert** ***abbr.*** |
| 1. **advertisement** | ***n.*** item of publicity for a product or service, in magazine, on TV etc |
| 1. **advertising agency** | ***n.*** company specialising in producing and placing advertisements for clients |
| 1. **billboardUS** | ***n.*** signboard, usually outdoors, for advertising posters; hoardingUK |
| 1. **commercial** | ***n.*** paid advertisement on radio or TV |
| 1. **eye-catcherUS** | ***n.*** something that especially attracts one's attention - **eye-catching** ***adj.*** |
| 1. **poster** | ***n.*** large sheet of paper, usually illustrated, used as advertisement |
| 1. **promote** | ***v.*** to (try to) increase sales of a product by publicising and advertising it |
| 1. **slot** | ***n.*** specific time in a broadcasting schedule, when a commercial may be shown |
| 1. **target** | ***n.*** objective; what one is aiming at - **target audience** ***n.*** |