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| Terms (POS) | Meaning | Sentence |
| Advertiser (n) | One who advertises. | The first newspaper in Milwaukee, the Advertiser, began publication in 1836. |
| Advocacy (n) | The act of advocating, or speaking or writing in support | I asked Yes, or a victim's advocacy group. |
| Affordable (adj) | Able to be afforded. | I want to buy a new car, but the payments aren't affordable given my current salary. |
| Approbation (n) | An expression of warm approval; praise. | A murmur of approbation and satisfaction ran through the crowd. |
| Attract (v) | To arouse or compel the interest, admiration, or attention of. | Why wouldn't it attract Lori? |
| Bent (adj) | Determined to take a course of action. | I bent down to pat a dog but it was like he wasn't there. |
| Bestseller (n) | A product, such as a book, that is among those sold in the largest numbers. | The rites of passage story quickly became a bestseller. |
| Blink (v) | To close and open one or both of the eyes rapidly. | In a blink, he'd Traveled there. |
| Brainwashing (n) | Intensive, forcible indoctrination, usually political or religious, aimed at destroying a person's basic convictions and attitudes and replacing them with an alternative set of fixed beliefs. | In fact production had soared and construction had doubled but his opponents had brainwashed the people with false facts. |
| Brochure (n) | A pamphlet, esp. one advertising or promoting something. | The brochure contained a comprehensive list of activities to do while we stayed in Boston. |
| Buyer (n) | A person whose work is to buy merchandise for a retail store. | A buyer had to convince himself of the seller's title. |
| Buzz (n) | A telephone call. | The buzz didn't bother you? |
| Cease (v) | To come to an end; stop. | We must cease raving if we are sons of our Fatherland! |
| Celebrity (n) | One who is widely known and of great popular interest. | This place is full of beds waiting for celebrity hook-ups. |
| Channeling (v) | Present participle of channel. | Copy their look or create your own sexy long locks by channeling a few ideas with your stylist. |
| Charade (n) | A signal for a parley or retreat, sounded on a drum or trumpet. | Create charade topics based on the holiday season. |
| Cherish (v) | To treat with affection and tenderness; hold dear. | I want to protect and cherish you. |
| Circulation (n) | Movement in a circle or circuit, especially the movement of blood through bodily vessels as a result of the heart's pumping action. | There was a marked increase in the circulation of the evening papers. |
| Classified ad (n) | Short form of classified advertisement. | You could place a classified ad in the newspaper or on a site like Craigslist, offering to buy collections of records. |
| Client base (n) | Synonym of customer base. | We had a good client base, we were expanding slowly |