

9 MAJOR TYPES OF ADVERTISING

Brand Advertising

Commonly seen type of advertising where brands make an effort to establish long term identity or image in the minds of the customer



Retail or Local Advertising

Advertising done by local stores
.This aims to encourage traffic to come into the store.



Political Advertising

Advertising that promotes politicians.



WE VOTED **REPUBLICAN** IN 2000



WE'RE VOTING FOR
KERRY IN 2004

Directory Advertising

Type of advertising that shows a listing of companies, products or services. The most popular

Marlborough
01672 811838
PO Box 1220, Marlborough SN8 3BA
www.trustwills.co.uk
Email: info@trustwills.co.uk
Member of And Regulated By
The Society of Will Writers
Member of The T&S Network
of Independent Will Writers.

Home Insurance
0845 246 8768
directline.com

British window cleaning academy
Choose a trained and accredited window cleaner
www.bwca.co.uk

BAYWASH WINDOW CLEANING
125 Johnson Drive
Swindon SN2 3FN
Tel (01793) 118 899
www.baywashwindows.com

SHINERS EXPRESS LTD
Unit 43, Howard Road Ind Est
Chippenham CH3 6TN
We Use The Reach & Wash System
Tel (01225) 189 782
www.shinersexpress.co.uk

PRO-SHINE WINDOW CLEANING
98 Smithson Road East
Malmesbury MA5 1WX
Tel (01225) 157 954

Dirty Windows?

CLEARCHOICE
The Better Window Cleaning Service
Alpha Builders, Unit 20, West, Weymouth DT2 8LH
Tel: 01508 22 00 00
www.clearchoice.co.uk

YOUR BUSINESS HERE
130mm x 60mm

WESTBURY TOWN COUNCIL
Serving the needs of our people
The Laverton, Bratton Road, Westbury, Wilt.
Tel: 01373 822232 • Fax 01373 822239 • Email: westburytc@btconnect.com
The town council sponsors or supports many activities including:
Flower beds - Hanging baskets - Town signs - Christmas lights - Visitor Centre
West Wilt Show - Street Fayre - Play areas - Grants to Voluntary
The Laverton Hall - Tourist - Bus Shelters - Youth Service - as well as other statutory powers.
Office Hours: Monday-Friday 10.00 am-4.30 pm Town Clerk: C. P. P. P.

HILLIER BUILDERS LTD.
Extensions • New Builds • Renovations
Brickwork • Groundwork • Free Estimate
ALL WORK CARRIED OUT TO THE HIGHEST STANDARD
TEL: CALNE 01672 539028 • MOBILE: 07761 740460

YOUR BUSINESS HERE
130mm x 30mm

THE Garage Door People
145-151 Doleman
Telephone: 01223 812999
01934 812999
www.garagedoorpeople.co.uk
email: garagedoorpeople@bt.com

63mm x 50mm

BOLD LINE ENTRY:
BATH PATIO SLAB CENTRE (internal wood & stone flooring products), Millers Garden Centre, Whiteway Rd., Bath • Tel: 01223 319324
www.bathslabs.co.uk

PLAIN LINE ENTRY:
Bath Contract Flooring Ltd. (quality commercial & domestic flooring, free estimates & specifications on all projects, large or small), 1 High St, Bath • Tel: (01225) 471888
www.bathcontractflooring.co.uk

HOMEMAKER KITCHENS
63mm x 92mm
• From Replacement Doors to Luxury German Kitchens
• Discount Prices
• Full Innovative Planning & Design
• Service available
• Full Range of Appliances available
8 Parkway Terrace, Parkway Rd., W. Wootton Bassett, Wilt. • Tel: 01225 480880
5/6 George St., Wootton Bassett • Tel: 01985 219200
www.myhomemaker.co.uk

YOUR BUSINESS HERE
63mm x 40mm

The Smithy Clinic
• Physiotherapy • Sports Injuries • Acupuncture
• Bowen Technique • Massage • Reflexology
• Daytime & Evening Appointments
Tel: 01380 850595 • www.smithyclinic.co.uk
63mm x 30mm

Riverside MOT Centre
Operating in the town of Malmesbury, Wilt. Since 1988
Vehicles up to 3500kg. Cars, Three Wheel Motorcycles, Bikes and Scooters. 24 Hr
BRADFORD ROAD, MELKSHAM • Tel: 01225 471888
63mm x 20mm

line entries include mobile number & web address if required

Direct-Response Advertising

Direct way of stimulating a response, usually a sale, through direct contact to prospect via mail, telephone, e-mail and now short messaging system



Business-to-Business Advertising

A type of advertising focuses on a certain niche in the business industry



ATTENTION BUSINESS OWNER
INCREASE YOUR SALES WITH OUR ADVERTISING PACKAGE
WEBSITE + 24 T-SHIRTS + 5000 BUSINESS CARDS

ALL THIS FOR ONLY \$699

If you don't have a website
You are losing money!

BRAVO Advertising

For sales & more info call:
646-721-3521

Web: www.bravonc.com
Email: bravousa@gmail.com

The advertisement features a woman holding a laptop displaying "Your business here", a collage of business cards, and a white t-shirt with "YOUR IMPRINT HERE!" printed on it.



THE VISA BUSINESS NETWORK^{BETA}

THE RESOURCE CENTER
Check out videos, articles, tools, and downloads that will help you manage your business better. Contribute to the network by rating content.

GOOGLE TOOLS
CUSTOMIZED RESOURCES FROM GOOGLE
Only here for helpful tools that customized business templates, calendars, map listings, and more. MORE

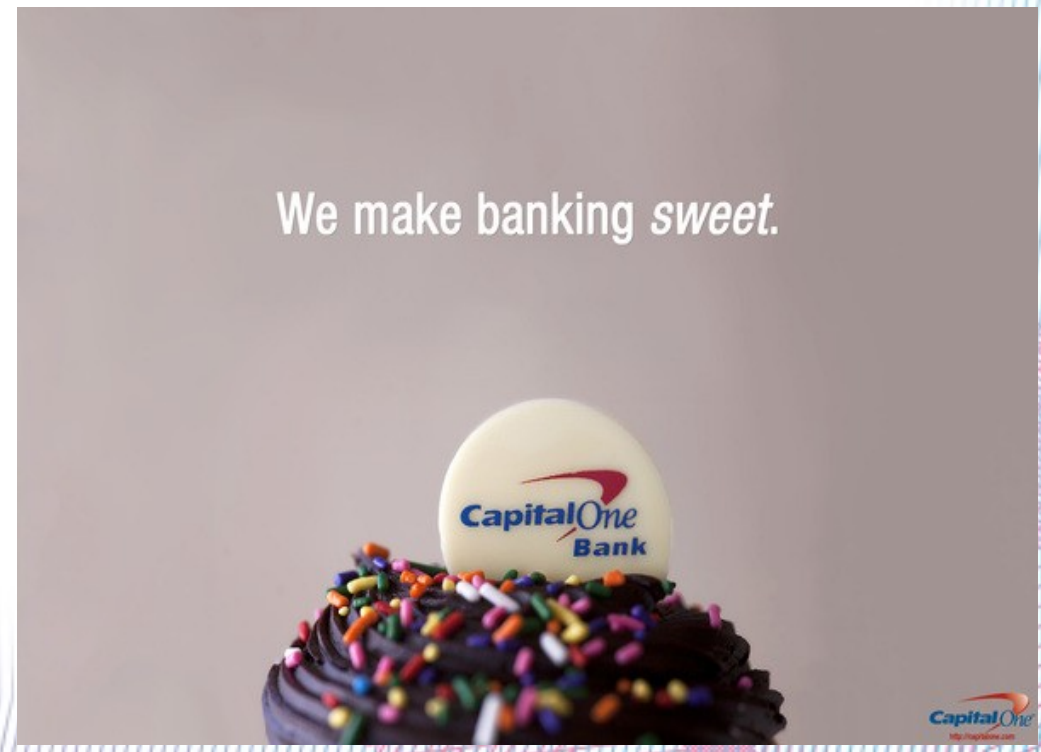
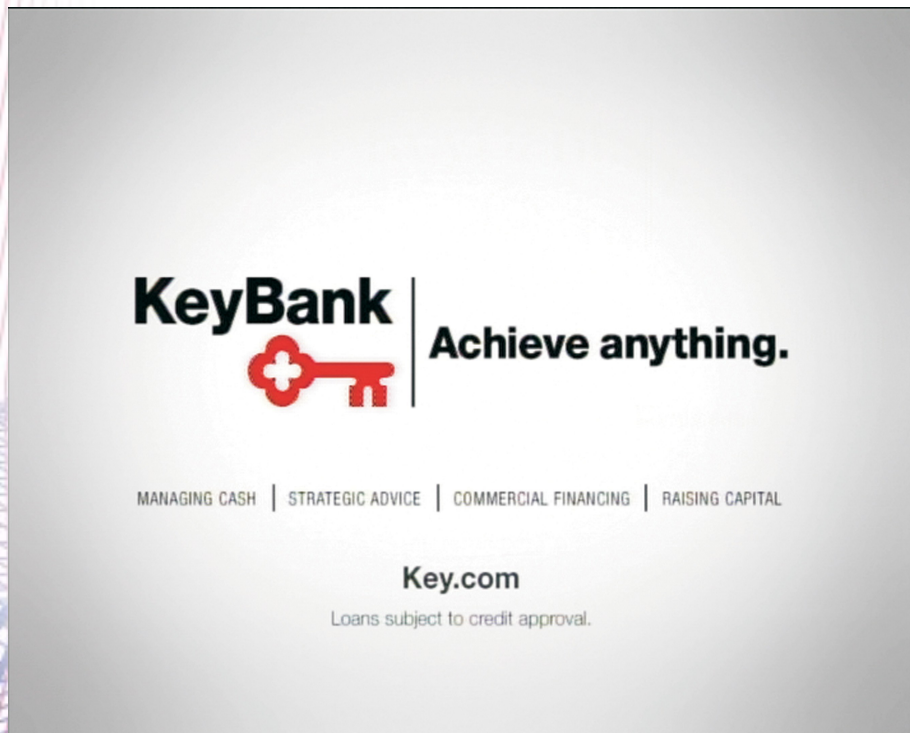
ASK THE EXPERTS
THINKING IN THIS TURBULENT ECONOMY? Writer and business expert Randy Ramo answers your questions on a variety of business-related matters. MORE
WILL STREET AVENUE

Entrepreneur Q&A
Get answers to questions on topics such as Money, Marketing, Management, and Technology. MORE

The advertisement shows a computer monitor displaying the Visa Business Network website interface, which includes various business resources and expert advice.

Institutional Advertising

Known as Corporate Advertising, wherein the message is focused on establishing a general look or identity of a company.



Public Service Advertising

The message communicates in behalf of a good cause or prevention of a bad situation from happening



Interactive Advertising

advertisements run by webpages
or via digital media



SOURCES

- <http://www.reybelen.com/advertising/9-major-types-of-advertising/>

Advertising: Principles and Practices (International Edition) by Wells, Burnett, Moriarty