

ad·ver·tise·ment ^{S3}

/əd'vɜ:tɪsmənt \$,ædvər'taɪz-/

noun [countable]

- 1** ADVERTISE (*also* **ad** (informal) , **advert** *BrE*) a picture, set of words, or a short film, which is intended to persuade people to buy a product or use a service, or that gives information about a job that is available, an event that is going to happen etc:

advertisement for

The Sunday papers are full of advertisements for cars.

She saw an advertisement for a ski vacation in Vermont.

*They **put an advertisement in** 'The Morning News', offering a high salary for the right person.*

*The organizers of the concert had **taken out a full page advertisement** in 'The New York Times'.*

*Only a handful of people **answered the advertisement**.*

- 2 be an advertisement for something** ^{IMPRESS}

to be a good example of something or show how effective it can be:

He's a very good advertisement for the benefits of regular exercise.

COLLOCATIONSense 1

ADJECTIVES/NOUN + advertisement

a car/holiday/shampoo etc advertisement *a glossy magazine full of car advertisements*

a job advertisement *Jo was reading the job advertisements in the newspaper.*

a newspaper/magazine advertisement *I got the apartment through a newspaper advertisement.*

a television/TV/Internet advertisement *the new TV advertisement for the Volkswagen Golf*

a full-page advertisement *The organization took out a full-page advertisement in the New York Times.*

a pop-up advertisement (= one that suddenly appears on your computer screen when you are looking at a website) *You can buy software that blocks unwanted pop-up advertisements.*

verbs

put/place an advertisement in a paper/newspaper *I tried putting an advertisement for lodgers in the local paper.*

post an advertisement (= put it on a website) *The agency has posted an advertisement on its website for graduates to work overseas.*

take out an advertisement (= arrange for an advertisement to be in a newspaper or magazine) *Their record company took out full-page advertisements in the music press to promote the album.*

run/carry an advertisement (= print or broadcast an advertisement) *Broadcasters are no longer allowed to run cigarette advertisements.*

answer an advertisement *I answered an advertisement in the paper for volunteers.*

THESAURUS

advertisement: *an **advertisement** for shampoo* | *They placed an advertisement in the newspaper.*

ad (informal) an advertisement: *She's been in several **TV ads**.*

advert (BrE) an advertisement: *a job advert* | *He took out a front-page **advert** for his shop.*

commercial an advertisement on television or radio: *television commercials* | *He was in some **commercials** for beer.*

trailer an advertisement in the cinema, on television, or online for a film or programme which will be shown soon: *A second trailer for Richard Friedman's film has just been added to the*

website.

promotion a series of advertisements for a company's products: *The company has spent more than \$300 million on promotions for the brand.*

poster an advertisement on a wall: *They selected a famous artist to do the poster for the upcoming performance.*

billboard (also **hoarding** *BrE*) a large sign next to a road, with an advertisement on it: *billboard advertisements* | *A huge hoarding shows two contrasting images.*

flyer a piece of paper with an advertisement on it, often given to you in the street: *Someone was handing out flyers for a new nightclub.*

banner ad an advertisement across the top of a page on the Internet: *Banner ads are becoming more sophisticated.*

junk mail unwanted advertisements that you get in the post: *I never read junk mail.*

spam unwanted emails advertising things: *I'm trying to delete all the spam.*

classified ad (also **want ad** *AmE*), **small ad** *BrE*) a short advertisement that you put in a newspaper if you want to buy or sell something: *The bike was advertised for sale in the small ads section.*