

ad·ver·tise S3 W3

/ˈædvətaɪz \$ -ər-/

verb [intransitive and transitive]

- 1** PUBLICIZE/MAKE KNOWN to tell the public about a product or service in order to persuade them to buy it:

They no longer advertise alcohol or cigarettes at sporting events.

advertise (something) on television/in a newspaper etc

Many companies will only advertise in the Sunday paper.

be advertised as something

The inn is advertised as being from the early 16th century.

*Colleges and universities have found that **it pays to advertise** (= advertising brings good results).*

- 2** PUBLICIZE/MAKE KNOWN to make an announcement, for example in a newspaper or on a POSTER, that a job is available, an event is going to happen etc:

a poster advertising the concert

advertise for

I see they're advertising for a new Sales Director.

- 3** PUBLICIZE/MAKE KNOWN **advertise the fact (that)**

to let people know something about yourself:

Don't advertise the fact that you're looking for another job.

THESAURUS

advertise **verb** [intransitive and transitive] to tell people about a product or service and try to persuade them to buy it, for example in a newspaper, television, or Internet advertisement:
Some universities advertise on television. | She has signed a deal to advertise the company's haircare products.

promote **verb** [transitive] to try to increase the sales or popularity of a product or event, for example by selling it at a lower price or talking about it on television: *He's in London to promote his new album.*

market **verb** [transitive] to try to sell a product or service by deciding which type of people are likely to buy it and by making it interesting to them: *The collection is being marketed as clothing for climbers and skiers. | Most companies have agreed not to market products to children under 12.*

publicize (also / **publicise** *BrE*) **verb** [transitive] to tell the public about something by writing about it in newspapers, speaking about it on television etc: *He had done a lot of interviews to publicize his new book. | The hostages' case has been widely publicized.*

hype **verb** [transitive] (*informal*) to try to make people think something is good or important by advertising or talking about it a lot on television, the radio etc. **Hype** is often used when you do not trust the information: *The boxing match was being hyped as the biggest fight of the decade.*

plug **verb** [transitive] (*informal*) to advertise a book, film etc by talking about it on television or radio: *Marc was on the show to plug his new play.*

Word origin

Date: 1400–1500

Origin: Early French *advertiss-*, stem of *advertir*; → ADVERT