

ad·ver·tis·ing W3

/ˈædvətəɪzɪŋ \$ -ər-/

noun [uncountable]

ADVERTISE the activity or business of advertising things on television, in newspapers etc:

advertising aimed at 18–25 year olds

a career in advertising

television/radio/newspaper advertising

Both candidates are spending millions on television advertising.

advertising campaign/strategy

a major advertising campaign

*the **advertising slogan** ‘Come alive with Pepsi’*

Longman Dictionary of Contemporary English

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