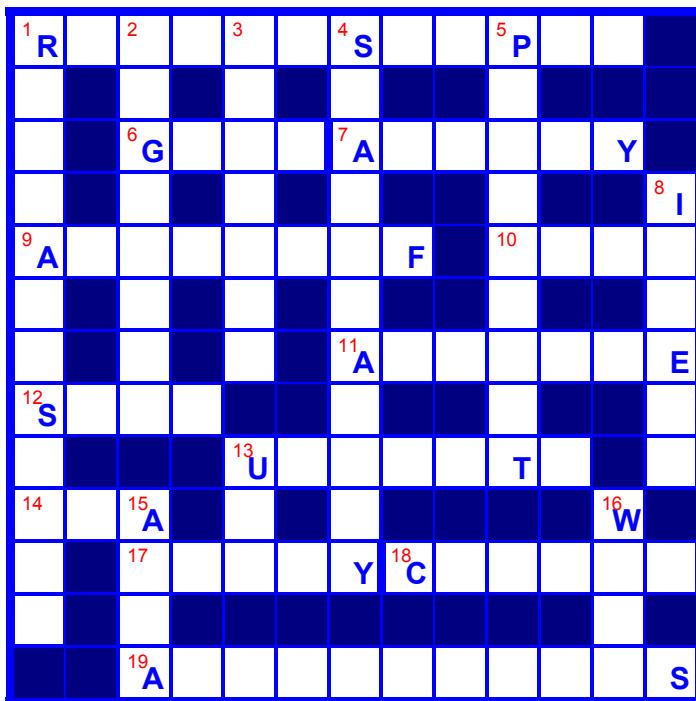


## Hobbyshobby Ebook #01 - Business Crossword #033

B.B. Huria



### Across

- 1 A sample in which every element in the population has an equal chance of being selected. (6,6)
- 6 \_\_\_\_ market: An unofficial market in which goods are bought and sold at prices lower than the official regulated price. (4)
- 7 The printed text or spoken words in an advertisement. (2,4)
- 9 The artwork for an advertisement, to be submitted for client approval. (3,5)
- 10 Receptive to new ideas. (4)
- 11 Transparent plastic sheet frequently used for overlays in ad layouts. (7)
- 12 A Latin term

meaning "let it stand," which instructs a printer or typesetter to ignore an alteration called for in a proof. (4)

- 13 The value a consumer receives from a product's design. (7)
- 14 An American association whose members are advertisers, i.e., companies that advertise their products or services. (3)
- 17 Suggest as a logically necessary consequence. (5)
- 18 Money available for a client to borrow. (6)
- 19 Time periods immediately before and after a television program, normally used as a

commercial break between programs. (11)

### Down

- 1 Discounted magazine space which is sold to help fill regional editions of the publication. (7,5)
- 2 Developed film that contains an image that has reversed shadows and light areas. (8)
- 3 Amount exceeding estimate. (7)
- 4 A pattern of variation with changes in seasons. (11)
- 5 A duplicating machine that makes quick positive or negative copies directly on the surface of prepared paper. (9)
- 8 A printed piece prepared for insertion into a publication or other printed piece. (6)
- 13 Product's differentiating characteristic. (3)
- 15 A historical model of how advertising works, by first getting the consumer's attention, then their interest, etc. (4)
- 16 A transition of scenes in a visual production where one image appears to erase the previous one from the screen. (4)