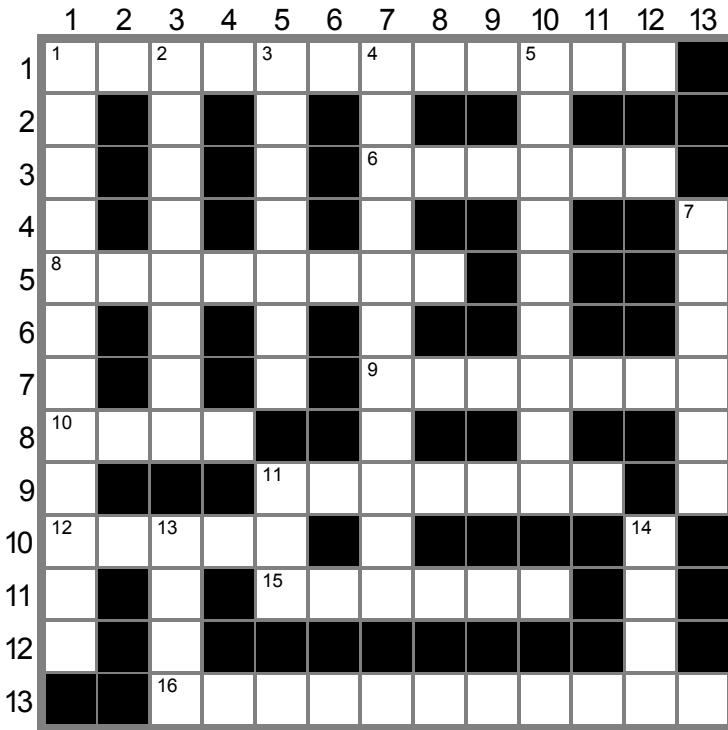


Advertising_13x13_2012-05-03

B.B. Huria



Across

- 1 A sample taken from any given population in which each person maintains equal chances of being selected. (6,6)
- 6 The printed text or spoken words in an advertisement. (6)
- 8 The artwork for an ad, to be submitted for client approval. (8)
- 9 Transparent plastic sheet frequently used for overlays in ad layouts. (7)
- 10 A Latin term meaning "let it stand," which instructs a printer or typesetter to ignore an alteration called

for in a proof. (4)

- 11 The quality of being of practical use. (7)
- 12 collect (gradually, in a very large amount). (5)
- 15 Mental characteristics supposed to be typical of a people. (6)
- 16 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 Additional numbers of a print that are produced in excess of those needed for distribution. (7)
- 4 A pattern of variation with changes in seasons. (11)
- 5 A type of high contrast photographic negative or positive in the form of paper. Also referred to as Stat. (9)

7 A folded section placed between the leaves of another publication. (6)

- 11 The unique product benefit that the competition can not claim. (3)
- 13 A historical model of how advertising works, by first getting the consumer's attention, then their interest, etc. (4)
- 14 A transition of scenes in a visual production where one image appears to wipe the previous one from the screen. (4)