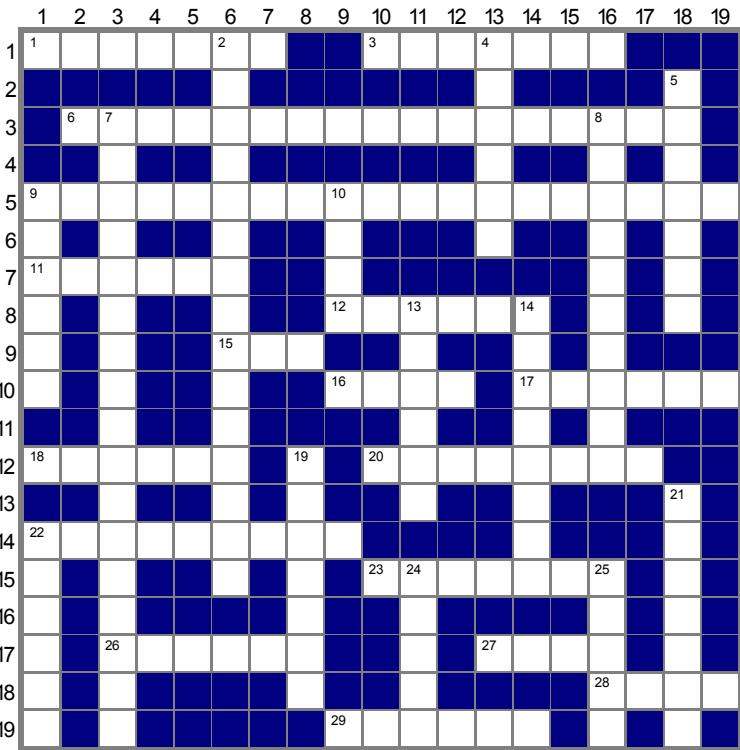


Advertising_19x19_2012-05-03

B.B. Huria

Across

- 1 A transparent sheet with instructions or additional material, to be placed over artwork, esp. a map or diagram. (7)
- 3 A specific channel or publication for carrying the advertising message to a target audience. (7)
- 6 The systematic gathering, recording, analyzing, and use of data relating to the transfer and sale of goods and services from producer to consumer. (9,8)
- 9 Advertising used to promote a position on a political, controversial or other social issue. (8,11)
- 11 A colour photographic transparency. (6)
- 12 US measure of printing and advertising space. (5)
- 15 The unique product benefit that the competition can not claim. (3)
- 16 A transition of scenes in a visual production where one image appears to wipe the previous one from the screen. (4)
- 17 Transition from one scene to another, in a commercial or program. (6)
- 18 A short song, usually mentioning a brand or product benefit, used in a commercial. (6)
- 20 A method of reproducing a black and white photograph or illustration, by representing various shades of gray as a series of black and white dots. (8)
- 22 A type of public relations in the form of a news item or story which conveys information about a product, service, or idea in the media. (9)
- 23 A device that converts images (such as



photographs) into digital form so that they can be stored and manipulated on computers. (7)

- 26 The inside margins of two pages that face each other in a print publication. (6)
- 27 A unit of measurement for type specification and printing which measures width; 6 picas to one inch. (4)
- 28 To eliminate or cut off specific portions of a photograph or illustration. (4)
- 29 A firm that functions on behalf of another company or individual. (6)

Down

- 2 The number of homes or persons tuned to a television program during an average minute, or the number of

persons who viewed an average issue of a print publication. (7,8)

- 4 Published promotional matter to be inserted in a magazine or newspaper. (6)
- 5 An illustration showing the exterior of an object as if it were transparent, while revealing interior detailing. (7)
- 7 Money set aside by the advertiser to pay for advertising. (11,6)
- 8 Refers to the clarity of a television image as received by a set. (10)
- 9 The printed text or spoken words in an advertisement. (6)
- 10 A historical model of how advertising works, by first getting the consumer's attention, then their interest, etc. (4)
- 13 The advertisement's selling message. (6)
- 14 Television and rating service that publishes regular reports for selected markets. (8)
- 19 The visual components of an ad, not including the typeset text. (7)
- 21 A diary kept by selected audience members to record which television programs they watched, as a means of rating television shows. (7)
- 22 Mental characteristics supposed to be typical of a people. (6)
- 24 A periodically repeated sequence of events. (5)
- 25 The estimated number of individuals in the audience of a broadcast that is reached at least once during a specific period of time. (5)