

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)

