

Name: \_\_\_\_\_

# Advertising in Your Life

**Directions:** Read the article “Advertising On the Brain” (page 22). Then use this list to help you find examples of each form of advertising. See how many you can find in one day.

## 25 Obvious and Not-So-Obvious Forms of Advertising

- TV and radio commercials
- Print ads in newspapers and magazines
- Pop-ups and other ads on Web sites and social networking sites
- Product placement in TV shows, movies, and video games
- Movie previews
- Ads on movie screens
- Logos on clothes
- Sponsorship of news, sports, concerts, and special events live or on TV or radio
- Product licensing agreements (such as TV or movie character party decorations or Halloween costumes)
- Toys that come with fast-food meals for kids
- Banners at sports events, voting sites, and outdoor concerts
- Billboards
- Highway signs for restaurants, gas stations, attractions, and rest areas
- Ads on Channel One News in schools
- Computer games created by TV stations, TV shows, or video game manufacturers
- Corporate-sponsored educational materials, promotions, or fund-raisers for schools
- Product packages and boxes
- Text messages from wireless phone companies
- Product giveaways, such as collector’s edition cards to the first 100 moviegoers, water bottles during a walkathon, or free T-shirts at a sporting event
- Blogs
- Coupons
- Postcards in the mail
- Supermarket flyers
- Store catalogs
- Junk mail in e-mail in-box

### BONUS

Have you found any other forms of advertising not listed here?  
Write the examples on the lines below.

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