

# PRINT ADVERTISING



# What is print advertising?

Print advertising is a form of advertising, which is made on a special printed products and is aimed, first of all, on visual perception. Printing or polygraph advertising the most widespread form of advertising all over the world.



# Types of print advertising

- Leaflets
- Posters
- Booklets
- Prospectuses
- Catalogs
- Business cards
- Flyers
- Labels

# Print advertising rules

- ◎ Advertisements in the press, as a rule, are laconic and short
- ◎ In print advertising illustration application is very effective
- ◎ It is very important to focus attention to all possible communication facilities with the advertiser



# Advantages of a print advertising



**Speed of  
manufacture**

**Fast modification**

**More deeply realize the  
information**

**Profitability**



**Simplicity**

**Using advertizing  
immediately**

# Advertising in magazines



**Give her your Tiptalet and watch her smoke.**

Go ahead. Give it to her. A rich, grape-y Tiptalet Burgundy. Or tangy Tiptalet Cherry. Or luscious Tiptalet Blueberry. That's right, Blueberry. It's wild Tiptalet. No inhaling. Blueberry taste and aroma both of you can use with...tipping, even after.

Because of America, we present a beautiful new most cigarette a Tiptalet.

**TIPTALET TIPTALET TIPTALET TIPTALET**

New from Morril. About 9 for \$10.

CustomGenius.com



*Enjoy Life!*

Drinks have **more life** with **PIN-POINT CARBONATION**

Where there's Life, there's CANADA DRY GINGER ALE-WATER

When you're getting fun out of life... Canada Dry Water and Ginger Ale always live up to the occasion, perfectly. Both make drinks sparkle the way life on a warm-up. Canada Dry Water... it's the perfect partner for the delicious tang of pure Jamaica ginger. Whenever you drink, these world-famous beverages are sure to combine ordinary drinks.

Here are the reasons why:

1. **The Most Carbonated**... carbonation that lasts longer.
2. **Enhanced Flavors**... makes your drinks taste better.
3. **Special Preserving**... means purity, balance, clarity.
4. **Superior Quality**... reflects the world over.

© 1989 THE HEUBLEIN COMPANY, NEW YORK, N.Y.



**DOWMETAL** THE METAL THAT TRAVELS *Light!*

When you're looking for a metal that's light, strong and durable... Dowmetal is the answer. It's the metal that's been used for decades in the aircraft and space programs. And now it's available in a wide range of products for the industrial and consumer markets. For the information and literature you need, contact your Dowmetal distributor or Dow Chemical Company, Dept. 1000, P.O. Box 1700, Midland, Texas 79701.

THE DOW CHEMICAL COMPANY, MIDLAND, TEXAS



**OMEGA**

SOULIGNE L'ELEGANCE DU GESTE

Un des modèles de la nouvelle collection : 622 en acier inoxydable... 500\*

Autres modèles : En acier inoxydable, depuis 425\* En or... depuis 900\*

Et enfin chez les Horlogers Compagnons.

For a long time advertisers understand how to act on the consumers through print products. They knew how to engage the viewer.

# Creative business cards

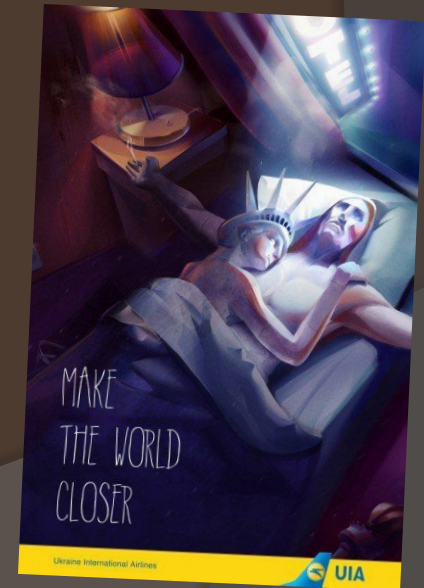
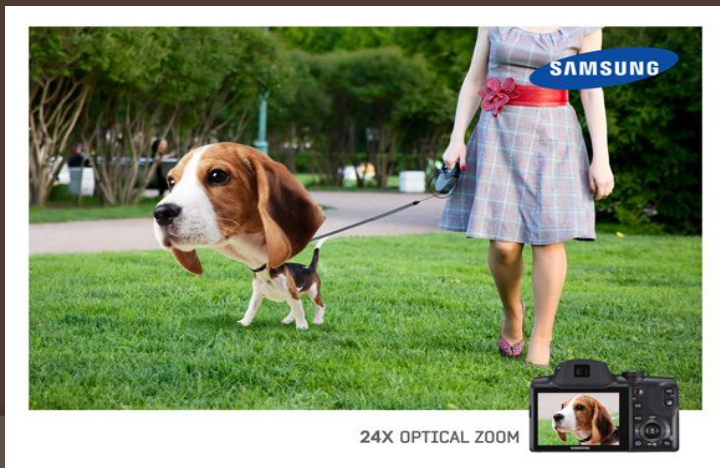
There are both successful and absolutely ridiculous examples of creative business cards



# Creative advertising posters in magazines



Examples of creative advertising posters in magazines:





*THANK YOU FOR  
ATTENTION!*