**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_\_\_\_\_ | Print media is an effective medium for reaching consumers. |
| 2. | \_\_\_\_\_\_\_ | DOOH is growing in popularity as an advertising channel. |
| 3. | \_\_\_\_\_\_\_ | Out-of-home is a less effective means to reach consumers than other advertising channels. |
| 4. | \_\_\_\_\_\_\_ | U.S. consumers tend to have more trust in ads posted on printed media compared to pop-up ads. |
| 5. | \_\_\_\_\_\_\_ | An advertisement that appears on any digital media platform would be considered online or digital advertising. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_\_\_\_\_1. All the following are examples of digital advertising except \_\_\_\_\_\_\_\_\_.

a. email advertising b. banner ads

c. podcasts d. all would be considered examples

\_\_\_\_\_\_\_ 2. Which of the following ad channels offers a high level of visibility but has geographic limitations?

a. Print media b. TV advertising

c. Out-of-home advertising d. Radio advertising

\_\_\_\_\_\_\_ 3. Marketers often use many creative ways of communicating advertising messages to consumers through out-of-home channels including the use of which?

a. blimps b. grocery carts

c. buses d. All of the above

\_\_\_\_\_\_\_ 4. DOOH (digital-out-of-home) advertising examples might include:

a. a 3D billboard in Times Square b. a digital billboard

c. gas pump advertising d. All of the above

\_\_\_\_\_\_\_ 5. Television advertising is considered to be what?

a. Traditional broadcast media b. Print media

c. Out-of-home advertising d. Both a and b

## SHORT ANSWER (3 questions)

1. What is meant by an advertising channel?

2. Provide two examples of advertising channels in the space below.

3. What is one advantage of out-of-home or digital-out-of-home media?