**TRUE/FALSE (5 questions)**

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

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_T\_\_\_\_ | Print media is an effective medium for reaching consumers. |
| 2. | \_\_\_F\_\_\_\_ | DOOH is growing in popularity as an advertising channel. |
| 3. | \_\_\_F\_\_\_\_ | Out-of-home is a less effective means to reach consumers than other advertising channels. |
| 4. | \_\_\_T\_\_\_\_ | U.S. consumers tend to have more trust in ads posted on printed media compared to pop-up ads. |
| 5. | \_\_\_T\_\_\_\_ | 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.**

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

a. email advertising b. banner ads

c. podcasts d. all would be considered examples

\_\_\_c\_\_\_\_ 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

\_\_\_d\_\_\_\_ 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

\_\_\_d\_\_\_\_ 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

\_\_\_\_a\_\_\_ 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?

Advertisements are broadcast through a variety of media channels for businesses and brands to communicate information about products, services, and promotions to consumers.

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

Examples include:

● Print

● Outdoor / OOH (Out of home) advertising

● Traditional broadcast (television, radio, satellite)

● Online/digital media, display (banner and video ads), OTT (“Over the Top” like Hulu, YouTube TV, Disney+ etc.), CTV (connected TVs like Amazon’s Fire TV and other “smart” TVs)

● Social media

● Search

● Cinema

● Promotional products

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

High visibility as OOH/DOOH is all around us and potentially offers 24 hour-advertising.