

Advertising and its Types



Media and advertising have evolved considerably over the years, more so, in the last decade. There has been a major shift in how businesses advertise their products, making use of every possible avenue—traditional and conventional. The reasoning behind this is, each avenue has a specified target audience and reach. Here's a glimpse of various types of advertising.

**DOING BUSINESS
WITHOUT **ADVERTISING**
IS LIKE WINKING AT
A GIRL IN THE DARK.**

**YOU KNOW WHAT
YOU'RE DOING,
BUT NOBODY
ELSE DOES.**

- Stuart H. Britt

Online or Digital Advertising

When browsing or reading web pages we often see small advertisements along the border. This is one form of online or digital advertising. Popular online advertising avenues are Google AdSense and Google Adwords, social networking websites like Twitter, Facebook, or LinkedIn and entertainment websites like YouTube. Another form of digital advertising is via the cell phone or other mobile devices like iPads. Online and mobile advertising is becoming a preferred method over conventional channels due to its cost-effectiveness and revenue generation.

