



+ Advertising and Media

- Advertising is not a medium
 - But it is a \$159+ billion a year support industry
- Advertising did not originate in the U.S.
 - Phoenician painted stones (1200 B.C.)
 - Town criers carrying signboards (500 B.C.)
 - First printed ad by William Caxton in England to sell a book (1478)

+ Advertising in U.S.

- First known ad in first issue of Boston Newsletter in 1704 (foreign papers)
- Penny Press became dependant on ads
 - Wild claims/patent medicine
- Magazines were wary of ads through 1880s
- Radio advertising began in 1922
 - WEAF in New York real estate ads
 - Early form was for sponsor to buy whole slot

+ Advertising in U.S. (2)

- Television advertising
 - First mass medium to start as an advertising medium
 - Inherited direct sponsorship from radio
 - Estimated cost per thousand (ratings)
- Internet advertising
 - Banner ads
 - Cost per hit
 - Key words advertising

+ Oh, how we hate ads

- We like to avoid ads most of the time
 - Classified ads
 - Sales
 - SuperBowl
 - Tivo
- Advertisers must entertain us
 - [American Express/Seinfeld ads](#)

+ How ads grab us

- 15 appeals ads use

1. Need for sex	8. For prominence
2. Affiliation	9. For attention
3. To nurture	10. For autonomy
4. For guidance	11. To escape
5. To aggress	12. To feel safe
6. To achieve	13. Aesthetic sensations
7. To dominate	14. Satisfy curiosity
	15. Physiological needs

+ **Main criticisms of ads**

- Adds to the cost of products
- Causes people to buy products they don't need
- Reduces competition/fosters monopolies
