

- The classified advertisements are on page 25.
- We placed advertisements in a number of national newspapers.
- We are employing an assistant to help with the advertisement of the group's activities.

advertisement

Longman DOCE 5th Ed. (En-En)

ad **ver** **tise** **ment** **S3** /əd'vɜːtɪsməntəd'vɜːtɪsmənt, ædvər'taɪz/ *BrE* " *AmE* " *noun*
[countable]

[Word Family: **noun**: ↑advertisement, ↑advertiser, ↑advertising; **verb**: ↑advertise]

1. (also **ad informal**, **advert British English**) a picture, set of words, or a short film, which is intended to persuade people to buy a product or use a service, or that gives information about a job that is available, an event that is going to happen etc

advertisement for

- " The Sunday papers are full of advertisements for cars.
- " She saw an advertisement for a ski vacation in Vermont.
- " They put an advertisement in 'The Morning News', offering a high salary for the right person.
- " The organizers of the concert had taken out a full page advertisement in 'The New York Times'.
- " Only a handful of people answered the advertisement.

2. **be an advertisement for something** to be a good example of something or show how effective it can be:

- " He's a very good advertisement for the benefits of regular exercise.

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COLLOCATIONS

ADJECTIVES/NOUN + advertisement

- **a car/holiday/shampoo etc advertisement** a glossy magazine full of car advertisements
- **a job advertisement** Jo was reading the job advertisements in the newspaper.
- **a newspaper/magazine advertisement** I got the apartment through a newspaper advertisement.
- **a television/TV/Internet advertisement** the new TV advertisement for the Volkswagen Golf
- **a full-page advertisement** The organization took out a full-page advertisement in the New York Times.
- **a pop-up advertisement** (=one that suddenly appears on your computer screen when you are looking at a website) You can buy software that blocks unwanted pop-up advertisements.

verbs

- **put/place an advertisement in a paper/newspaper** I tried putting an advertisement for lodgers in the local paper.
- **post an advertisement** (=put it on a website) The agency has posted an advertisement on its website for graduates to work overseas.
- **take out an advertisement** (=arrange for an advertisement to be in a newspaper or magazine) Their record company took out full-page advertisements in the music press to promote the album.
- **run/carry an advertisement** (=print or broadcast an advertisement) Broadcasters are no longer allowed to run cigarette advertisements.
- **answer an advertisement** I answered an advertisement in the paper for volunteers.

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THESAURUS

- **advertisement**: an advertisement for shampoo | They placed an advertisement in the newspaper.
- **ad informal** an advertisement: She's been in several TV ads.
- **advert British English** an advertisement: a job advert | He took out a front-page advert for his shop.
- **commercial** an advertisement on television or radio: television commercials | He was in some commercials for beer.
- **trailer** an advertisement in the cinema, on television, or online for a film or programme which will be shown soon: A second trailer for Richard Friedman's film has just been added to the website.
- **promotion** a series of advertisements for a company's products: The company has spent more than \$300 million on promotions for the brand.
- **poster** an advertisement on a wall: They selected a famous artist to do the poster for the upcoming performance.
- **billboard** (also **hoarding British English**) a large sign next to a road, with an advertisement on it: billboard advertisements | A huge hoarding shows two contrasting images.
- **flyer** a piece of paper with an advertisement on it, often given to you in the street: Someone was handing out flyers for a new nightclub.
- **banner ad** an advertisement across the top of a page on the Internet: Banner ads are becoming more sophisticated.
- **junk mail** unwanted advertisements that you get in the post: I never read junk mail.
- **spam** unwanted emails advertising things: I'm trying to delete all the spam.
- **classified ad** (also **want ad American English**, **small ad British English**) a short advertisement that you put in a newspaper if you want to buy or sell something: The bike was advertised for sale in the small ads section.

advertisement

Freakuency Pack

12500 **3395**^{MCW}

15000 **947**^{COCA}

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advertises 371
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advertisers 2159
advertised 2044
advertisement 1546

advertisements 2218
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COCA 500k Unlemmatized

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