

**advertise**['ædvətəɪz] *v*

## 1. помещать объявление

to advertise for smth. - давать /помещать/ объявление о чём-л.

you must advertise for a nanny - вы должны дать /поместить/ объявление о няне

they advertised that they had a used car for sale - они дали объявление о продаже своего подержанного автомобиля

## 2. рекламировать

to advertise goods - рекламировать товары

it pays to advertise - реклама себя окупает /окупается/

## 3. афишировать, привлекать внимание

it's a pity he advertises so much - жаль, что он так старается обратить на себя внимание

they do not exactly advertise their relationship - они не очень афишируют свои отношения

## 4. выделять, подчёркивать; акцентировать

## 5. извещать, уведомлять, информировать

they advertised their agents abroad of their new product - они сообщили своим зарубежным агентам о выпуске нового товара

**advertise**

Oxford Advanced Learners Dictionary 8th Ed.

**ad-ver-tise** [advertise advertises advertised advertising] *BrE* ['ædvətəɪz]*NAme* ['ædvɜːtəɪz] *verb*1. **intransitive, transitive** to tell the public about a product or a service in order to encourage people to buy or to use it

• If you want to attract more customers, try advertising in the local paper.

• ~ **sth (as sth)** The cruise was advertised as the 'journey of a lifetime'.

• I bought the camera and case as advertised in the catalogue.

2. **intransitive, transitive** to let people know that sth is going to happen, or that a job is available by giving details about it in a newspaper, on a notice in a public place, on the Internet, etc• ~ **(for sb/sth)** We are currently advertising for a new sales manager.• ~ **sth** We advertised the concert quite widely.3. **transitive** ~ **sth** to show or tell sth about yourself to other people**Syn:** ↑publicize

• I wouldn't advertise the fact that you don't have a work permit.

• She coughed to advertise her presence.

**Verb forms:**

verb forms	
present simple	
I / you / we / they	advertise
	<i>BrE</i> / 'ædvətəɪz/
	<i>NAme</i> / 'ædvɜːtəɪz/
he / she / it	advertises
	<i>BrE</i> / 'ædvətəɪzɪz/
	<i>NAme</i> / 'ædvɜːtəɪzɪz/
past simple, past participle	advertised
	<i>BrE</i> / 'ædvətəɪzɪd/
	<i>NAme</i> / 'ædvɜːtəɪzɪd/
-ing form	advertising
	<i>BrE</i> / 'ædvətəɪzɪŋ/
	<i>NAme</i> / 'ædvɜːtəɪzɪŋ/

**Word Origin:**late Middle English: from Old French **advertiss-**, lengthened stem of **advertir**, from Latin **advertere** 'turn towards', from **ad-** 'to' + **vertere** 'to turn'. The original sense was 'turn one's attention to', later 'bring to someone's attention'.**Thesaurus:****advertise** *verb* T, I

• The cruise was advertised as 'the journey of a lifetime'.

**market** • • **promote** • • **publicize** • |informal **push** • • **plug** • |informal, disapproving **hype** • |business **merchandise** •advertise/market/promote/push/plug/hype/merchandise sth **as sth**advertise/market/promote/publicize/push/plug/hype/merchandise a **product**advertise/market/promote/publicize/plug/hype a **book/film/movie**advertise/publicize a/an **event**advertise/promote/publicize a/an **fact****Advertise or publicize?** People usually **advertise** jobs or events in print, e.g. in newspapers, notices or on the Internet. People **publicize** events or information by talking about them or holding special events, which are then reported on TV, in newspapers or on the Internet.**Example Bank:**

- Mary coughed to advertise her presence.
- The company advertised for a new sales director.
- There are plans to advertise the job more widely.
- These products have been advertised very heavily.
- We are advertising for a babysitter.
- a glossy brochure advertising holidays in the Maldives

- financial advisers advertising their services in the press
- If I were you, I wouldn't advertise the fact that you don't have a work permit.
- We should have advertised the concert much more widely.

## advertise

Longman DOCE 5th Ed. (En-En)

**ad** **ver** **tise** **S3** **W3** /'ædvətəɪz \$ -ər-/ *BrE* " *AmE* " **verb** [intransitive and transitive]

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

[**Date**: 1400-1500; **Origin**: Early French advertiss-, stem of advertir, ⇨ ↑advert]

**1.** to tell the public about a product or service in order to persuade them to buy it:

" They no longer advertise alcohol or cigarettes at sporting events.

**advertise (something) on television/in a newspaper etc**

" Many companies will only advertise in the Sunday paper.

**be advertised as something**

" The inn is advertised as being from the early 16th century.

" Colleges and universities have found that it pays to advertise (=advertising brings good results).

**2.** to make an announcement, for example in a newspaper or on a ↑poster, that a job is available, an event is going to happen etc:

" a poster advertising the concert

**advertise for**

" I see they're advertising for a new Sales Director.

**3. advertise the fact (that)** to let people know something about yourself:

" Don't advertise the fact that you're looking for another job.

• • •

## THESAURUS

• **advertise** *verb* [intransitive and transitive] to tell people about a product or service and try to persuade them to buy it, for example in a newspaper, television, or Internet advertisement: Some universities advertise on television. | She has signed a deal to advertise the company's haircare products.

• **promote** *verb* [transitive] to try to increase the sales or popularity of a product or event, for example by selling it at a lower price or talking about it on television: He's in London to promote his new album.

• **market** *verb* [transitive] to try to sell a product or service by deciding which type of people are likely to buy it and by making it interesting to them: The collection is being marketed as clothing for climbers and skiers. | Most companies have agreed not to market products to children under 12.

• **publicize** (also **publicise** *British English*) *verb* [transitive] to tell the public about something by writing about it in newspapers, speaking about it on television etc: He had done a lot of interviews to publicize his new book. | The hostages' case has been widely publicized.

• **hype** *verb* [transitive] *informal* to try to make people think something is good or important by advertising or talking about it a lot on television, the radio etc. **Hype** is often used when you do not trust the information: The boxing match was being hyped as the biggest fight of the decade.

• **plug** *verb* [transitive] *informal* to advertise a book, film etc by talking about it on television or radio: Marc was on the show to plug his new play.

## advertise

Freakuency Pack

12500 **3435**<sup>MCW</sup>

15000 **947**<sup>COCA</sup>

RANGE: **1k** ADVERTISE 49604

advertise 1565

advertising 13979

advertises 371

advertiser 398

advertisers 2159

advertised 2044

advertisement 1546

advertisements 2218

advertize 4

advertising 4

advertizes 0

advertiser 0

advertisers 0

advertized 0

advertisement 0

advertisements 0

ad 14354

ads 10895

advert 42

adverts 25

COCA 500k Unlemmatized

939 **20794**<sup>1023</sup> *vvi*

514 **30439**<sup>542</sup> *vv0*