

ad
I
[æd] *n* (сокр. от advertisement) *разг.*

объявление, реклама

want ad - объявление в газете в отделе спроса и предложения

ad director - заведующий отделом объявлений (в газете и т. п.)

ad pages [column] - страница [колонка] объявлений

ad music - мелодия, постоянно сопровождающая рекламу (какого-л.) товара (по радио или телевидению)

to put an ad in the papers - поместить объявление в газетах

II
[æd] *редк. сокр. от advantage* / 3

ad
[ad ads] BrE [æd] ^m NAmE [æd] ^m *noun* (informal)
= ↑advertisement

Oxford Advanced Learners Dictionary 8th Ed.

- We put an ad in the local paper.
- an ad for a new chocolate bar

see also ↑banner ad

Word Origin:

mid 19th cent.: abbreviation

Synonyms:

advertisement

publicity • ad • commercial • promotion • trailer

These are all words for a notice, picture or film/movie telling people about a product, job or service.

advertisement • a notice, picture or film/movie telling people about a product, job or service; an example of sth that shows its good qualities; the act of advertising sth and making it public: ▫ Put an advertisement in the local paper to sell your car. ◇▫ Dirty streets are no advertisement for a prosperous society.

publicity • [U] the business of attracting the attention of the public to sb/sth such as a company, book, film/movie, film/movie star or product; the things that are done to attract attention: ▫ She works in publicity. ◇▫ There has been a lot of advance publicity for her new film.

ad • (informal) a notice, picture or film/movie telling people about a product, job or service: ▫ We put an ad in the local paper. ◇▫ an ad for a new chocolate bar

commercial • an advertisement on television or on the radio.

promotion • a set of advertisements for a particular product or service; activities done in order to increase the sales of a product or service: ▫ a special promotion of local products ◇▫ She works in sales and promotion.

trailer • (especially BrE) a series of short scenes from a film/movie or television programme, shown in advance to advertise it.

(a/an) advertisement/publicity/ad/commercial/promotion/trailer for sth

a TV/television/radio/cinema advertisement/ad/commercial/promotion

to run/show a(n) advertisement/ad/commercial/trailer

Example Bank:

- A lot of claims are made in the ad.
- She took out a full-page ad in a women's magazine.
- TV ads for cars
- The ad appeared on all major channels.
- They put classified ads in local papers.
- You can put your own small ads in local papers.
- He was scanning the classified ads.
- They've produced an ad for a new chocolate bar.

ad
[æd] S3 W3 /æd/ BrE ^m AmE ^m *noun* [countable]
informal an advertisement ⇒ **classified ad**

Longman DOCE 5th Ed. (En-En)

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.

ad

Freakuency Pack

12500 **1766**^{MCW}

15000 **947**^{COCA}

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

5358 **3766**¹⁰⁷⁷⁵ *nn1*

1194 **14024**¹⁸⁹³ *ra*

756 **21576**⁹⁶⁴ *jj21*

509 **29219**⁵⁸² *rr21*

47 **102726**⁵⁶ *nn132*

21 **138097**³² *nn221*

9 **146417**²⁹ *np1*

15 **199516**¹⁶ *jj*

7 **316822**⁷ *nn121*