advertisement Apresyan (En-Ru)

[əd'v3:tismənt] n

1. объявление; реклама; анонс

advertisement manager - заведующий отделом объявлений и рекламы to insert /to put/ an advertisement (in the newspaper) - поместить объявление (в газете)

2. извещение; оповещение

to receive wide advertisement - широко распространиться, стать всеобщим достоянием

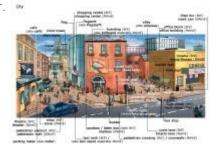
advertisement

Oxford Advanced Learners Dictionary 8th Ed.

ad·ver·tise·ment [advertisement advertisements] BrE [əd'v₃□t□smə]nt NAmE [,ædvər'taɪzmənt] noun

1. countable (also informal ad) (BrE also informal ad-vert) ~ (for sth) a notice, picture or film telling people about a product, job or service

• Put an advertisement in the local paper to sell your car.



see also †classified advertisements

- 2. countable (BrE also advert) ~ for sth an example of sth that shows its good qualities
 - Dirty streets and homelessness are no advertisement for a prosperous society.
- 3. uncountable the act of advertising sth and making it public
 - · We are employing an assistant to help with the advertisement of the group's activities.

See also: 1 ad = 1 advert

Word Origin:

late Middle English (denoting a statement calling attention to something): from Old French advertissement, from the verb 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:

advertisement noun C

• I saw your advertisement in the paper.

publicity • • commercial • • promotion • • blurb • |especially BrE trailer • |informal plug • • ad • |BrE, informal advert • (a/an) advertisement/publicity/commercial/promotion/blurb/trailer/plug/ad/advert for sth

(a) TV/television/radio/cinema advertisement/commercial/promotion/ad/advert

run/show a/an advertisement/commercial/trailer/ad/advert

put/place/take out an advertisement/ad/advert

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. \bigcirc 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 been 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 \diamond • 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:

- · He's a walking advertisement for healthy living.
- Television and radio refused to carry advertisements for the album.

- 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'v3 təsməntəd'v3 təsməntəd'v3 təsməntəd vər'tazəl 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.

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.

THESAURUS

- advertisement: an <u>advertisement for</u> 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

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advertisement 1546

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