

Chapter 14 Advertising

Advertisers are turning to ever-more unconventional means to reach consumers.

Mona Doyle. “[Out-of-the-Box Advertising.](#)” The Shopper Report. September 2005. FindArticles.com. Accessed October 10, 2006.

Small businesses in Columbia are buying TV ads in an unusual place—on city buses.

Andres F. Velasquez. “[Moving Pictures.](#)” Latin Trade. April 2006. FindArticles.com. Accessed October 10, 2006.

Advertising on printed material will continue to be an effective way of reaching individual consumers in a targeted way.

Don Haight. “[Advertising and the Future of Print Media.](#)” Pulp & Paper. February 2005. FindArticles.com. Accessed October 10, 2006.