

# Chapter 14 Advertising

## *BusinessWeek* Reader Case Study

### "TV Eyeballs Close-Up"

**Directions** Read the *BusinessWeek* Reader on page 242 of your textbook and answer the questions.

#### Literal Comprehension

1. According to Aditya Kishore, what is there not enough of in the TV business?

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2. What does the Web agency aQuantive do for clients?

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3. By what margin does the television advertisement market top the Web business?

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#### Making Inferences

4. Why might advertisers be interested in 30-second spots on television?

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5. What are some of the reasons that make television marketing larger than the Web business?

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#### Critical Thinking

6. Do you feel that television advertisers will be able to target consumers with the accuracy of online advertisers in the future?

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