

Subject - Advertising Management

Types of Advertising
Part. IV

D. On the basis of Geographical Distribution — On this basis, advertising may be divided as follows:

1. National Advertising: Some producers may think to sell their product or the brand of the product the entire country. They select media with a country-wide base. It is generally done by the producers of consumer products for the purpose of convincing ~~the~~ consumers throughout the country.
2. Regional Advertising: Generally, newly started producer tries to sell his product in regional market where he finds the market. Even well established firms also introduced new products on a limited regional basis.
3. International Advertising: Due to globalisation of markets, now a days international advertising is more popular. For example - Pepsi, coke, IBM, Ford etc.

4. Local Advertising: Some firms may like to concentrate their business to state or regional (district) level, local advertising is generally done by retailers and service firms rather than manufacturers,

E. On the basis of Media of Advertising - we can include the following main media of advertising:

- (i) Radio, (ii) T.V., (iii) Press, (iv) Street wall (v) Cinema (vi) Posters ~~etc~~ etc

F. Other Types -

We can include some other types of advertising. These are as below:

- (i) Professional Advertising
 - (ii) Non-Commercial Advertising
 - (iii) Push and Pull Advertising
 - (iv) Outdoor Advertising
 - (v) Exhibitions.
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