

## Advertising Advantages: Television vs. Print vs. Online

Imagine you are working on an advertising campaign for a new product. You've been assigned the task of preparing a report on the benefits of three types of advertising: on television, in print media, and online. Your ideas will help the team choose an advertising strategy.

List the advantages (from an advertiser's standpoint) of using each type of media. Whenever possible, try to connect these advantages to **pathos**, **logos**, and **ethos**.

### Advantages of advertising **on television**

*Example:* The use of sound demands the viewer's attention.

- 1.
- 2.
- 3.
- 4.

### Advantages of **print advertising**

*Example:* People can take their time reading the ad.

- 1.
- 2.
- 3.
- 4.

### Advantages of **internet-based advertising**

*Example:* Consumers can often purchase the product immediately.

- 1.
- 2.
- 3.
- 4.