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Any form of communication whose main purpose is to inform prospective customers about products and services is termed as advertising. The role of advertising is to notify, instruct, and persuade a particular target group about a product, service or idea. There are various factors which are required to create an effective advertising campaign such as the right media vehicle (to transmit the message), right means, innovation (which requires a dedicated team to work out), and a lot more. These factors when knitted together result to provide a different and unique ad campaign. Here are the different types of media used in Marketing And Advertising, particularly outdoor advertising.

1. Airport advertising

Airport advertising offers an innovative and flexible range of media opportunities, ranging from long-term and short-term indoor and outdoor advertising panels. Advertising availabilities include dramatic back-lit signage along each of the airport's concourses and exciting other products to choose from. With this medium, your advertising works to a captive audience 24 hours a day, 7 days a week, 365 days per year. Airport advertising is also has the lowest cost per impression available. Each ad has a long exposure time assuring your message is seen. You can reach the decision makers and executives, who are frequent travelers. Your ad will also be targeted to the most affluent segment of the population. It is considered the most affordable and effective way to advertise in these modern times. And it is adaptable to any business or product.

2. Bus advertising

People notice moving objects when they are driving. Bus ads are eye-catching, unique and therefore memorable. There is no clutter or other advertising distractions, especially at traffic lights where cars get stuck right behind or beside ads for several minutes. Full wrap and tail wrap buses are so distinctive that people often remember them after one viewing. The great thing about this medium is that there is now something called digital Bus Stop Advertising which uses technology to make advertisement more interactive and engaging. There's also bus shelter advertising which provides both automotive and pedestrian exposure along prescribed routes, offering general market coverage.

3. Billboard advertising

Billboards are probably no news to anyone. We see them everywhere, all the time. But what's news is that there is also digital billboard Marketing And Advertising which offers more effective advertising while allowing the advertiser to save a lot of time and cost on production and maintenance. There's also banner advertising or outdoor advertising banners for temporary advertising and small business owners.

4. Subway Advertising

Subway Advertisements is also another way to reach the always-on-the-go consumer. This medium allows your ad to reach the largest mass transit audience in the country which is about 3.5 million people each and every day. You will be able to have a captive audience with massive daily reach and frequency. This medium of advertising also delivers an average recall rate of 56 percent.

An advertising agency is the party involved in deploying out the ad campaign. Any ad agency involves creating, planning, and handling ad campaigns for their clients. Make sure to contact the

best Ad Agency in your area to ensure more effective advertising.

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