Everywhere you look, you see ads. But do you know what you’re looking at? All it takes is a little sleuthing! To decode any ad, just answer these questions:

- Who is responsible for the ad?
- What is the ad actually saying?
- What does the ad want me to do?

Enter the world of Admongo to learn more about advertising! Visit www.admongo.gov to take an adventure through advertising. You’ll never look at ads the same way again!