"Ad" Up Your Score!  Test your ad-ucation. Complete the quiz below!

1. Advertising is ___________________.
   A. a program used to search the Internet
   B. a tool used to get you to do, buy, or think something
   C. a tool used to fix computers
   D. a reference book that contains definitions of words

2. Which of the following is NOT an advertising technique?
   A. humor
   B. hype
   C. sidewalks
   D. endorsements

3. If you check out your favorite bands online, what kinds of online ads are you more likely to see?
   A. music ads
   B. car ads
   C. online game ads
   D. shoe ads

4. Where would be a good place to put an ad targeted to children?
   A. the nightly news
   B. a cartoon show
   C. a medical show
   D. a weather station

5. Advertisers learn about their target audiences by ___________________.
   A. asking them what they like
   B. doing research about them
   C. looking at the products they already use
   D. all of the above

6. If an ad says that a certain computer makes work easier, that is the computer company's _________________.
   A. call to action
   B. logo
   C. point of view
   D. sense appeal

7. Which of the following is an example of a call to action?
   A. “Buy now!”
   B. “Made from 100% recycled products!”
   C. “Our food tastes good!”
   D. “Now in yellow!”

8. Why is advertising important to free TV shows, radio stations, and websites?

9. Why would a company use advertising?

10. Is it important to educate people about advertising? Why or why not?