

- 1. In a complete paragraph of approximately 7 to 10 sentences, write an objective summary of the article.**

Advertisements are very critical as to how they are made and presented, so that they can bring in potential customers to the advertiser. In the article it states, "A strategy will combine creativity in the production of the advertising messages with canny scheduling and placement, so that the messages are seen by, and will have an effect on, the people the advertiser most wants to address." The power of advertising is a quite remarkable thing, it can make or break a company entirely. A good ad can bring in so many customers that the company becomes very successful, while a bad ad can scare people away making the company a failure. Strategies are an important thing to have, as trying to target the most amount of people can help get a company's message spread. The article states "advertisers face a basic choice: they can have their message seen or heard by many people fewer times, or by fewer people many times." In the end, advertisements have a big influence on companies, and it is important to make sure when making them that you have a strategy and make them in a way that people will want to come to your company.

- 2. Based on what you have read, what can you infer about the relationship between advertising and the price you pay for a product and/or service? Please include a direct quote, using proper parenthetical citation, from the article to support your inference.**

Based on what I have read in the article, I can infer that advertising has a direct relationship with pricing. Advertising is not free; it has to be paid for. It can sometimes be really expensive as well. So, in order to substitute for those expensive advertising prices, companies will often need to increase the prices of their products in order to be able to afford the cost of advertising their products. In the article it states, "In criticism of advertising it has been argued that the consumer must pay for the cost of advertising in the form of higher prices for goods," ("Advertising"). This statement is referencing how consumers have to pay higher prices in order for the company to make a profit on top of having to pay the often-expensive advertising costs they have to deal with.