

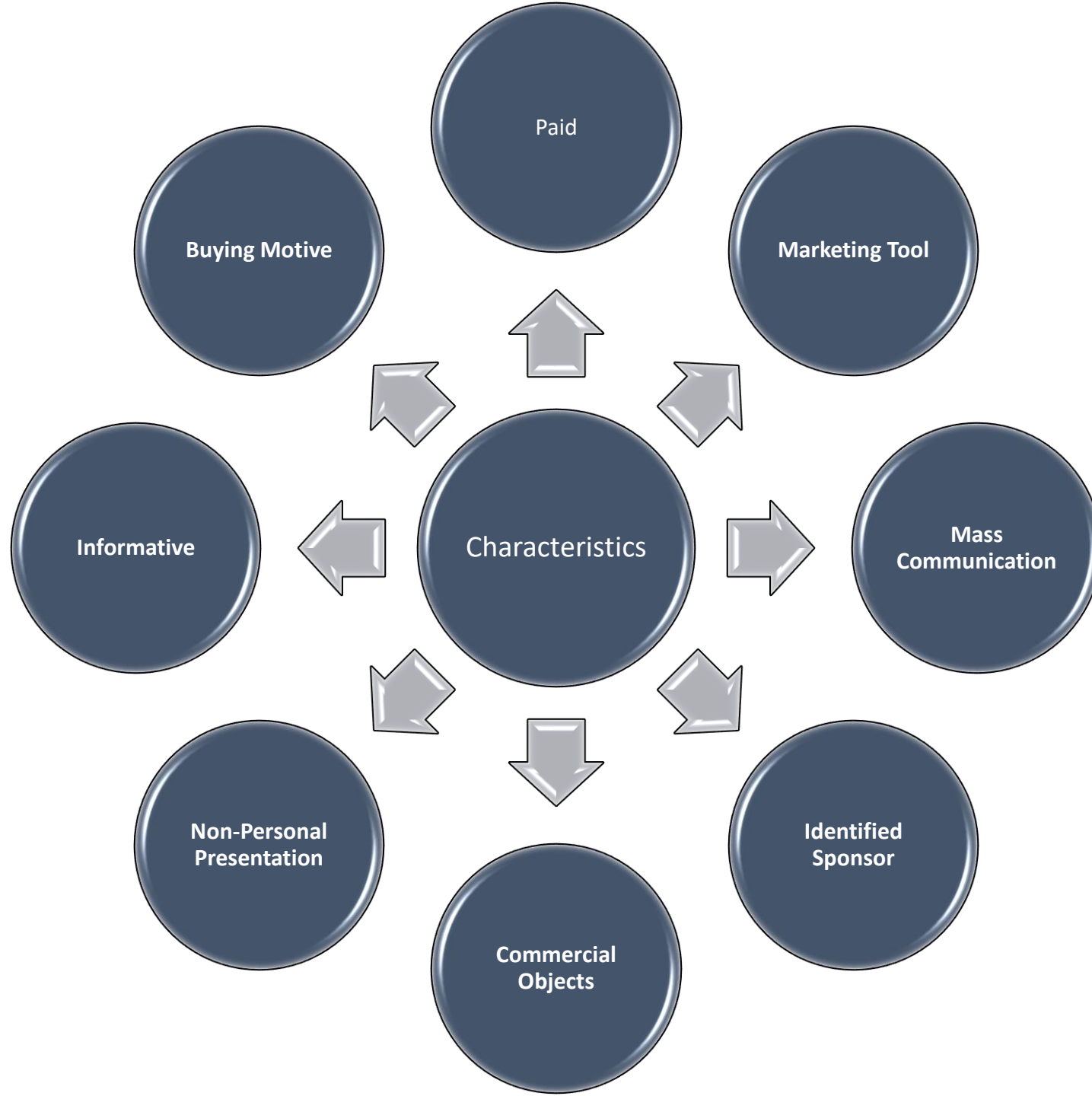
# Advertising

**Advertising** is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."(Bovee, 1992, p. 7)

**American Marketing Association**, "Advertising has been defined as any paid form of non-personal presentation and promotion of goods, services or ideas by an identified sponsor."

**Advertising** is a marketing tactic involving paying for space to promote a product, service, or cause. The actual promotional messages are called advertisements, or ads for short. The goal of advertising is to reach people most likely to be willing to pay for a company's products or services and entice them to buy.

**International advertising** is defined as the non personal communication by an identified sponsor across international borders, using broadcast, print, and or interactive media.







Barriers in  
International  
Advertising

- Culture
- Language
- Education
- Government  
regulation
- Media limitation