

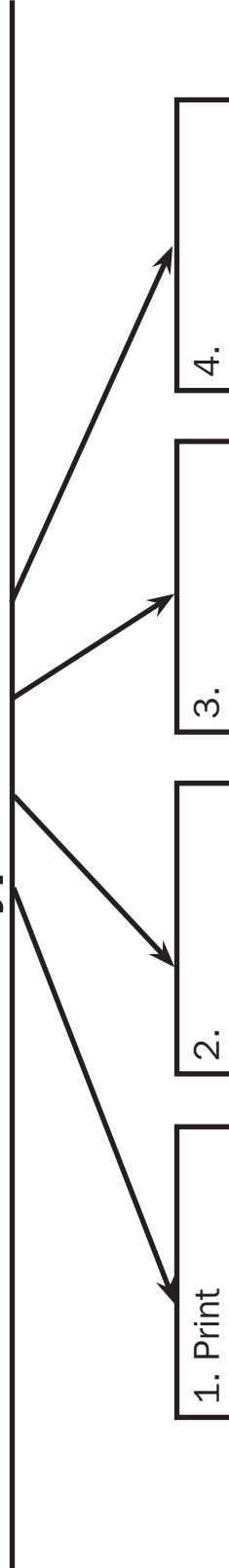
Graphic Organizer Section 19.1

ADVERTISING MEDIA

Graphic Organizer

Directions: Draw this chart to organize your notes about the types of media used for advertising.

Types of Media



Student

Date

Class

Teacher

Graphic Organizer Section 19.2

MEDIA MEASUREMENT AND RATES

Graphic Organizer

Directions: Draw this chart to take notes about media rates.

Media	How Rates Are Determined
Newspaper	