

# Print Media



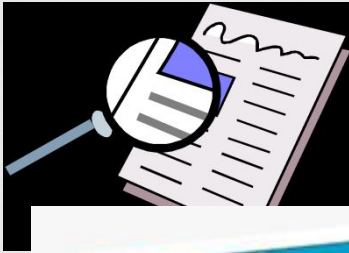


# Newspapers

- the most inexpensive way to reach a huge mass of people quickly

- Different types of newspapers for various audiences
- current events, sports, food, entertainment, fashion, finances, politics, advertisements, informative articles, and so on.





# Newsletters

- for promotional purpose, political campaigns, or for causes
- one main topic
- information sources about that particular topic, or event.



## ЛДПР – ПРАВИЛЬНЫЙ ВЫБОР



**Я обращаюсь к вам, жители Челябинской области!**  
13 сентября этого года состоится выборы депутатов областного парламента. Только ЛДПР – единственная политическая партия в которой голос заволаует о всех проблемах Южного Урала! Голосуйте за кандидата от ЛДПР и тогда ваши права и ваши законные интересы будут под надежной защитой!

**За Великую Россию! За Челябинскую область! За ЛДПР!**

**ВОПРОСЫ ОСОБОГО ЗНАЧЕНИЯ**

- ✓ Снижение тарифов ЖКХ
- ✓ Улучшение здоровья
- ✓ Экологическая безопасность
- ✓ Доступное жилье
- ✓ Хорошие дороги
- ✓ Улучшение жизни села

**ВЛАДИМИР ЖИРИНОВСКИЙ**  
Лидер ЛДПР возглавляет список партии на выборах в Законодательное Собрание Челябинской области

**Welcome Back!**  
News and Notes from Mrs. Wilson's Classroom  
For the week of August 6-11

**Here's what we are working on!**  
**READING:** We have been starting up our reading workshop and talking about finding "just right" books.  
**MATH:** Place value - Writing numbers in standard, word, and expanded form.  
**LANGUAGE:** We will be starting up our writing workshop this week!  
**SOCIAL STUDIES:** We are reviewing puppets skills and getting ready to learn all about Arizona.  
**SCIENCE:** We have begun our unit on plant needs and adaptations.

**Let's Remember!**  
 • PTA meeting tonight at 6:00 in the library - come join us!  
 • Curriculum Night, Th. Aug. 8 - 6PM

**Other Reminders**  
 We started using our planners this week. These will need to be signed and returned to school daily.  
 Any unfinished classwork needs to be completed daily and returned to school. Look for any items circled in red in the planner.  
 The following supplies are needed in our classroom:  
 • Old magazines that we can cut up

**Thank you!**  
Thank you all so very much for your generous back-to-school donations! We are pretty well stocked up for the first part of the year. I truly appreciate all of your contributions.

# Magazines



- The articles on various topics, like food, fashion, sports, finance, lifestyle, and so on.
- weekly, monthly, quarterly, or annually, and many of them are sold all over the world.
- Advertising, the ads

# Banners and posters

## Banners:

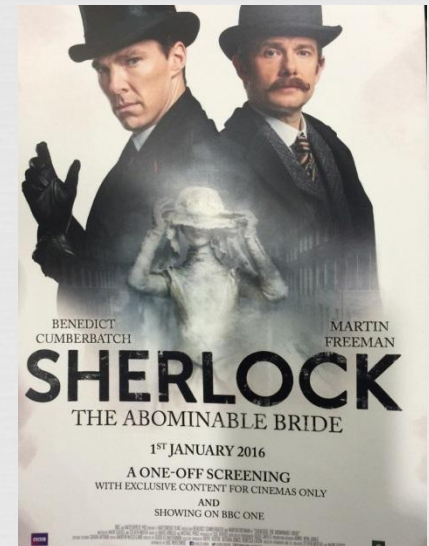
- made of cloth, or paper
- are used to show slogans, logos, or some messages
- for advertising brands in exhibitions, giving out the names of products, or services that are being provided.

Are customized and include text as well as graphics



## Posters:

- hung at a height to catch the attention of the passersby



# Billboards

- the advertisements are printed on the billboard
- include text and graphics
- fixed locations and are huge in size
- the most costliest



# Books



- varied topics that include literature, history, fiction stories, and many more, that not only increase our knowledge but also entertain us.



# Brochure(pamphlet)

- the details of the company, or organization for takeaway
- in exhibitions, shops or service of the company
- two or three folds of glossy and colorful sheets with some nice presentation
- by hand, sent by mails, or you may find them at brochure racks





# Flyers



- in exhibitions, or can be put on walls of colleges and schools
- for advertisements, or at local events and parties.





Thanks for your  
attention!