**Yearbook Quiz**: *Advertising*

*Fill in the blank with the correct term.*

1. Organizing an advertising \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ leads to success.
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the efforts of the sales staff in advance pays off.
3. An advertising \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ organizes important information for sales staff.
4. Success in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ads comes from an informed, businesslike approach.
5. The sales call begins with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
6. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the sales call is also important.
7. Creative ad \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ interests readers and satisfies advertisers.
8. The design clearly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the message of a business ad.