

## Ad Literacy Quiz

Name: \_\_\_\_\_

**"Ad" Up Your Score!** | Test your ad-ucation. Complete the quiz below!

- Advertising is \_\_\_\_\_.**
  - a program used to search the Internet
  - a tool used to get you to do, buy, or think something
  - a tool used to fix computers
  - a reference book that contains definitions of words
- Which of the following is NOT an advertising technique?**
  - humor
  - hype
  - sidewalks
  - endorsements
- If you check out your favorite bands online, what kinds of online ads are you more likely to see?**
  - music ads
  - car ads
  - online game ads
  - shoe ads
- Where would be a good place to put an ad targeted to children?**
  - the nightly news
  - a cartoon show
  - a medical show
  - a weather station
- Advertisers learn about their target audiences by \_\_\_\_\_.**
  - asking them what they like
  - doing research about them
  - looking at the products they already use
  - all of the above
- If an ad says that a certain computer makes work easier, that is the computer company's \_\_\_\_\_.**
  - call to action
  - logo
  - point of view
  - sense appeal
- Which of the following is an example of a call to action?**
  - "Buy now!"
  - "Made from 100% recycled products!"
  - "Our food tastes good!"
  - "Now in yellow!"
- Why is advertising important to free TV shows, radio stations, and websites?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_
- Why would a company use advertising?**

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\_\_\_\_\_
- Is it important to educate people about advertising? Why or why not?**

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