

OUTDOOR ADVERTISING



You will hear a monologue about outdoor advertising. For questions 1-0, complete the sentences with a word or short phrase. Play the recording twice.

1. Some believe that outdoor ads are an effective way to _____ with customers.
2. People who see outdoor ads include _____, bus passengers and pedestrians.
3. An effective poster ads can include a clever design or a funny _____.
4. One disadvantage of outdoor advertising is that there isn't always enough _____ for information.
5. Because there are so many outdoor ads, some authorities have tried to _____ the number of posters and billboards.
6. Some billboards may distract drivers and can cause an increase in the _____.
7. The speaker says that we need think about safety, the environment and how _____ look.

