

1. Advertising research provides the required information for advertising \_\_\_\_  
Decision
2. Messages of advertising are usually sent through \_\_\_\_  
mass media
3. Three types of local advertising are product, institutional and \_\_\_\_  
classified
4. Advertising agencies owned by the advertisers are called \_\_\_\_  
in-house agencies
5. When NAFDAC encourages its audience to buy drugs from right places, such advertisements are often \_\_\_\_  
free
6. Coca-Cola, Toyota are examples of \_\_\_\_ advertisers  
international
7. Advertisers have been classified into local, national, international and \_\_\_\_  
regional
8. An independent organisation that specialises in developing and preparing marketing and advertising plans is known as \_\_\_\_  
advertising agency
9. Advertising are usually \_\_\_\_  
paid for
10. Advertising research provides the following information except \_\_\_\_  
information about competitors