

Advertising Through Time

Advertising History · Answer Key · 8 Questions

1. What was the earliest form of outdoor advertising used by ancient shopkeepers to identify their businesses?

- A) Digital screens
- B) Painted stone or terracotta signs**
- C) Neon lights
- D) Large plastic banners

2. In which century was the printing press invented, which eventually allowed advertisements to be printed in newspapers?

- A) 10th century
- B) 15th century**
- C) 19th century
- D) 20th century

3. What was the first medium used for radio advertising in the 1920s?

- A) Podcasts
- B) Streaming services
- C) Commercial radio stations**
- D) Satellite radio

4. Before modern color printing, what were early newspaper advertisements primarily printed in?

- A) Black and white**
- B) Neon colors
- C) Invisible ink
- D) Pastel shades

5. Which invention in the mid-20th century allowed advertisers to use moving images and sound to reach families at home?

- A) The internet
- B) The telegraph
- C) The television**
- D) The smartphone

6. What are 'trade cards', which became popular in the 19th century, used for?

- A) Playing card games
- B) Promoting products to customers**
- C) Sending birthday wishes
- D) Mapping city streets

7. What were 'town criers' in medieval times responsible for?

- A) Cleaning the streets
- B) Printing books
- C) Announcing news and advertisements out loud**
- D) Delivering mail by horse

8. What is a 'billboard' primarily designed to do?

- A) Catch the attention of passing drivers and pedestrians**
- B) Store newspapers for delivery
- C) Record radio shows
- D) Provide shade for park visitors