

# Milestones in Advertising History

Advertising History · Answer Key · 8 Questions

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**1. What was the first printed advertisement in the English language, issued by William Caxton in 1477?**

- A) A promotion for a cookbook
- B) A handbook for church rules**
- C) An advertisement for sea salt
- D) A notice for a new inn

**2. In which year was the first radio commercial broadcast, marking a major shift in mass-market advertising?**

- A) 1922**
- B) 1910
- C) 1945
- D) 1930

**3. Who is often credited with publishing the first newspaper advertisement in the American colonies in 1704?**

- A) Benjamin Franklin
- B) John Campbell**
- C) Paul Revere
- D) Thomas Jefferson

**4. What was the primary method of advertising used in Ancient Egypt to announce public events or lost property?**

- A) Radio broadcasts
- B) Papyrus posters**
- C) Stone carvings on monuments
- D) Town criers

**5. Which company launched the first television commercial in 1941 during a baseball game?**

- A) Coca-Cola
- B) Ford
- C) Bulova Watches**
- D) General Electric

**6. The first magazine advertisement in America appeared in Benjamin Franklin's publication. What was the name of the magazine?**

A) The Atlantic Monthly

**B) The General Magazine**

C) National Geographic

D) Time Magazine

**7. What invention in the 1830s allowed for the mass production of posters, leading to the rise of colorful outdoor advertising?**

A) The printing press

**B) Lithography**

C) The telegraph

D) The typewriter

**8. In 1994, which company ran the first clickable banner advertisement on the web?**

**A) HotWired**

B) Google

C) Yahoo

D) Amazon