

Term	Customer information	Persuasion to buy	Creation of goodwill
commercial ³ (radio, tv)			
company image brochure ⁴			
display stand ⁵			
freesheet ⁶ /freebie			
give-away ⁷			
hoarding			
mail circular ⁸			
neon sign			
newspaper/magazine supplement ⁹			
product demonstration ¹⁰			
product tasting ¹¹			
sample			
stand-up display ¹²			
travel brochure			
window display ¹³			