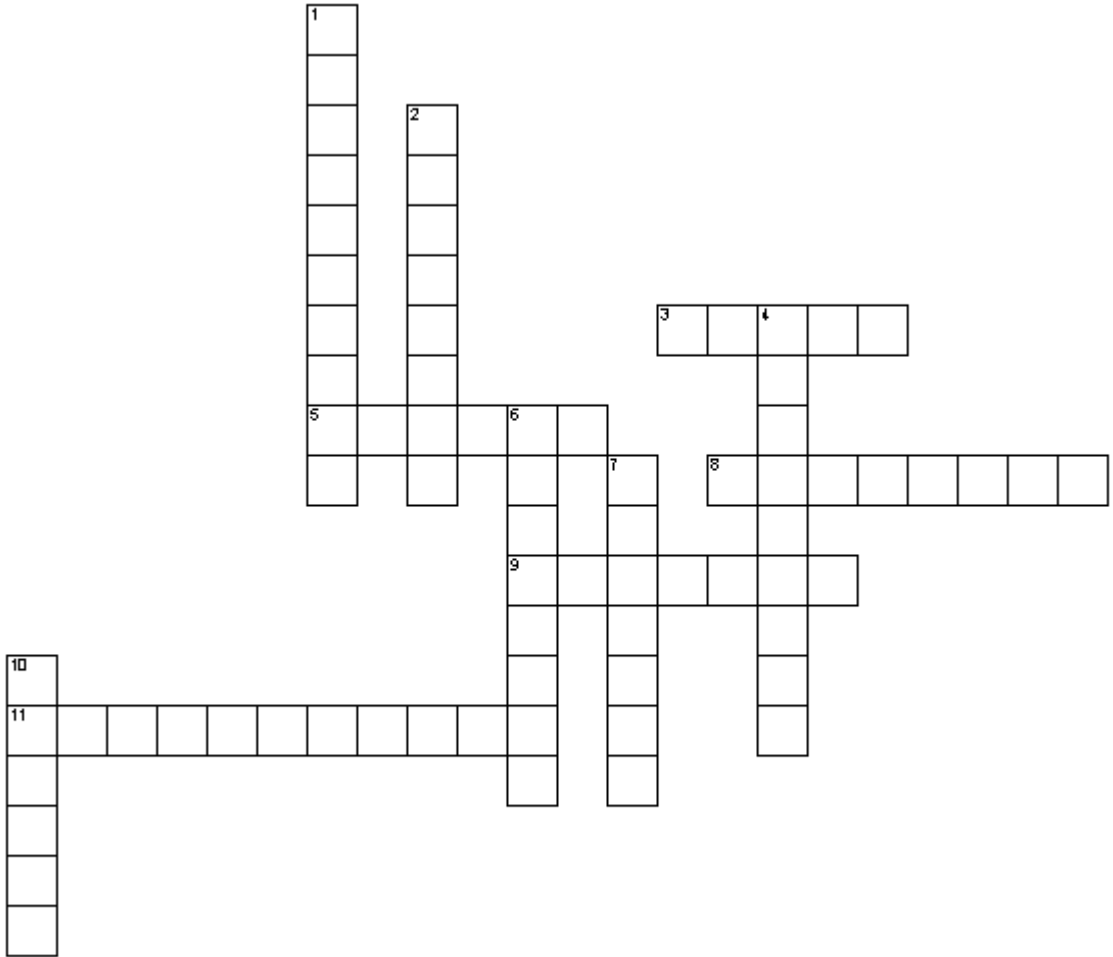


# Advertising



**Across**

- 3. a particular make, kind, or variety of product, identified with a certain manufacturer by a specific name or mark.
- 5. an organization, franchise, or business that acts on behalf of others.
- 8. systematic investigation and study to obtain and analyze information, as about a theory, event, intellectual discipline, or the like.
- 9. to advertise or otherwise encourage the purchase of.
- 11. the business, profession, or action of creating and distributing advertisements.

**Down**

- 1. an advertisement broadcast on television or radio.
- 2. one who purchases goods or services.
- 4. to present (a product or idea) in a favorable light to win public patronage, support, or approval.
- 6. a systematic, concerted set of activities undertaken for a particular purpose.
- 7. something produced by means of either human or mechanical work.
- 10. the demand for a type of goods, commodity, or service.