Marketing Puzzle

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|  |  |  |  | F |  |  |  | U |  |  |  |  |  |  | 7  T |  |  |  | 8  I |  | C |  |  |  |  |  |  |  | N |
| 9  P |  | 10  P | R | O | D | U | C | T | P | L | A | C | E | M | E | N | T |  | M |  | H |  |  | 11  R |  |  |  |  | S |
| E |  |  |  | R |  |  |  | D |  |  |  |  |  |  | L |  |  |  | A |  | O |  |  | E |  |  | 12  T |  | T |
| R |  | 13  R |  | M |  |  |  | O |  |  |  |  |  |  | E |  |  |  | G |  | G |  |  | M |  |  | R |  | I |
| S |  | A |  | A |  |  |  | O |  |  |  |  | 14  P |  | P |  |  |  | E |  | R |  |  | I |  |  | A |  | T |
| U |  | D |  | T |  |  | 15  B | R | O | W | S | E | R |  | H |  |  | 16  M | A | G | A | Z | I | N | E |  | N |  | U |
| A |  | I |  | I |  | 17  P |  | A |  |  |  |  | O |  | O |  |  |  | D |  | P |  |  | D |  |  | S |  | T |
| S |  | O |  | O |  | R |  | D |  |  |  |  | M |  | N |  | 18  P |  | V |  | H |  |  | E |  |  | I |  | I |
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| A |  | E |  | A |  | R |  | T |  | 20  D | E | M | O | G | R | A | P | H | I | C |  |  |  | V |  |  | V |  | L |
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| V |  | T |  | V |  | M |  | S |  |  | S |  | A |  | T |  | D |  | I |  |  |  |  | R |  |  | R |  | D |
| E |  | I |  | E |  | A |  | I |  |  |  |  | L |  | O |  | S |  | N |  | 21  S |  |  | T |  |  | T |  | V |
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| S |  | G |  | S |  | T |  |  |  | 22  D | I | R | E | C | T | M | A | I | L |  | C |  |  | N |  |  | N |  | I |
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|  |  |  |  |  |  |  | 25  H | O | M | E | P | A | G | E |  |  |  |  |  | 26  N | E | W | S | P | A | P | E | R |  |

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| **Across**  **1.** form of marketing communication used to promote or sell something  **4.** section in a phone book where buisnesses can advertise  **10.** pay to have their products featured in movies and television programs  **15.** program to help search the web  **16.** general interest covering several topics by short stories  **20.** particular sector of population  **22.** unsolicited advertising  **23.** graphic display that stretches across the top of a website  **24.** trial of marketing conducted of sampling  **25.** introductory page of a website  **26.** distributed weekly or daily | **Down**  **2.** study and classification of people  **3.** promotion that educates the public  **5.** billboards, bus benches, vehicles  **6.** message aimed at creating an image for an organization  **7.** a book listening addresses, names, phone numbers  **8.** attempt to create a favorable mental picture  **9.** product promotion that attempts to influence a customer  **11.** marketing strategy consisting of a brief messagr  **12.** advertising on public vehicles  **13.** radio stations sell air time  **14.** informs prospects about specials, discounts, sales, schemes  **17.** companies can raise funds  **18.** opens in a new window without user prompt  **19.** small handbill advertising an event  **21.** searches and identifies iteams |