

C. Advertisements

These readings are similar to the commercial advertisements you see in newspapers and magazines. They may also include classified ads, especially from “Help Wanted,” “Positions Wanted,” and “Business Available” sections.

Overview questions about advertisements generally ask what the purpose of the ad is or what is being offered. They may also ask what type of reader would be interested in this ad or where this ad probably appeared.

Detail questions often ask about the price of an item that is offered or about the time or place goods or services are available.

Sample Items: Advertisements

Owning a franchise can be magical!

The expanding children’s service market offers an excellent return on your investment — and puts a little magic into your summer. Summer Magic Day Camps franchises provide door-to-door pick-up services for children (ages 6–13) and a wide variety of activities in parks and other locations. No need to invest in expensive camp facilities, as all activities are held off-premises. You can operate the business part-time and from home. We provide all the know-how and direction needed for start-up and day-to-day operations. Very reasonable franchise fees.

1. For whom is this advertisement intended?

- A People who want to operate their own business
- B Parents of young children
- C People who own summer camps
- D People who want to work as camp counselors

This is an advertisement meant to attract people interested in owning a summer camp franchise as a business.

2. The company placing this advertisement would probably NOT provide information on which of the following?

- A Where to hold activities
- B What kind of activities to provide
- C How to attract campers
- D How to purchase a site for the camp

The summer camps described in this advertisement do not have permanent camp facilities — “all activities are held off-premises.” There would be no need for franchise owners to buy a site.

Focus: Understanding and answering questions about advertisements.

Directions: Read the passages, and then mark the best answers to the questions.

Questions 1 to 5 are based on the following advertisement:

ACCESS YOUR FUTURE!

Today's software is wonderful, but the average software package takes about 100 hours to learn properly by yourself. Professional instruction can cut this to 20 hours — 12 hours in the computer lab and 8 hours of personal effort.

CompuClass offers instruction from top teachers in leading-edge, hands-on computer labs. Courses in all areas available, from basics to advanced applications. Mention this ad and get 25% off on any course priced less than \$200.

Day sessions — Tues. and Thurs. 9–12, 1–4 (one-hour lunch break)

Evening sessions — Mon., Wed., and Fri. 5:30–9:30

Introduction to computers	\$129	Database	\$189
Word processing	\$169	Desktop publishing	\$229
Spreadsheets	\$189	Internet seminar	\$149
Graphics programs	\$209		

Call for a complete information bulletin.

- What is being offered?
 - Training
 - Computers
 - Software
 - Jobs
- At what time do the Tuesday and Thursday sessions end?
 - At noon
 - At 1 p.m.
 - At 4 p.m.
 - At 9:30 p.m.
- According to the advertisement, how many hours of lab work are recommended to learn a typical software package?
 - 8 hours
 - 12 hours
 - 20 hours
 - 100 hours
- The word “areas” in paragraph 2, line 2 is closest in meaning to
 - brands
 - courses
 - fields
 - places
- Which of the following is NOT available at a 25% discount?
 - “Introduction to computers”
 - “Word processing”
 - “Internet seminar”
 - “Desktop publishing”

Questions 6 and 7 refer to the following advertisement:



Sonic Brush

This is the **Sonic Brush** — a remarkable new toothbrush that uses imperceptible ultrasonic vibrations to painlessly massage the tissues of your gums and interrupt the growth of bacteria. Tests show the Sonic Brush significantly reduces bacterial plaque and gum bleeding. Use as you would a regular toothbrush. No harsh vibrations, no messy water sprays. Dentist recommended. Regularly \$149, now only \$119 — a discount of almost 20%!

Questions 8 to 10 refer to the following advertisement:

TWO AMBITIOUS PEOPLE NEEDED FOR INTERNATIONAL SALES TEAM

International publishing company requires diligent, articulate personnel to sell advertising for our worldwide family of magazines.

Successful candidates will receive comprehensive training in London. Posting to Singapore, Dubai, or Toronto follows. Generous base salary plus one of the highest commissions in the industry. Some top agents have earned up to £45,000 in their first year.

Experience in international sales very desirable. Initially do not send CV but call the Personnel Office mornings only.

6. What claim is NOT made for this toothbrush?
- (A) It is easier to use than ordinary toothbrushes.
 - (B) It reduces gum infections and plaque.
 - (C) It is recommended by dentists.
 - (D) It does not cause pain.
7. What is the current price of this toothbrush?
- (A) \$20
 - (B) \$30
 - (C) \$119
 - (D) \$149
8. In which of the following cities is a successful candidate NOT likely to work on a permanent basis?
- (A) Toronto
 - (B) London
 - (C) Dubai
 - (D) Singapore
9. How should the figure of £45,000 mentioned in the advertisement be regarded?
- (A) As a base salary
 - (B) As an average first-year commission
 - (C) As a maximum salary
 - (D) As an excellent first-year income
10. What should someone who is interested in one of these positions do first?
- (A) Mail a CV to the company
 - (B) Call the Personnel Office in the morning
 - (C) Come to the office for an interview
 - (D) Attend the training session

Questions 11 and 12 refer to the following advertisement:

World Fares Travel

Great Business Rates to Europe



- Minimum two-day stay required.
- All fares require a two-week advance purchase.
- Non-refundable, no changes.
- Call for other cities.

	One way	Round trip
London	\$320	—
Paris	\$340	—
Frankfurt	—	\$600
Rome	—	\$640
Athens	\$390	—

(No Saturday overnight stay required).
Offer good only on flights before **May 31**.

11. A trip to and from which of the following cities would be LEAST expensive?

- (A) London
- (B) Paris
- (C) Frankfurt
- (D) Rome

12. Which of the following is NOT a requirement for purchasers of these tickets?

- (A) Departing before May 31
- (B) Staying at least two days in these cities
- (C) Buying tickets at least two weeks before flying
- (D) Spending the weekend in the destination city

Focus: Understanding and answering questions about announcements.

Directions: Read the passages, and then mark the best answers to the questions.

Questions 1 to 5 refer to the following notice:

IMPORTANT NOTICE

- All passengers who are nationals of countries other than the United States or Canada must complete an Immigration Form before arrival in the U.S. Fill out one for each family member. Do not write on the back. Write in English in all capital letters. Keep the form until your departure from the United States. Use the white I-94 form if you have a valid U.S. visa. Use the green I-94W form if you hold a passport from one of the 22 countries participating in the visa-waiver program and do not have a valid U.S. visa. Use the blue I-94T form if you are only making an in-transit stop en route to another country.
- All passengers (or one passenger per family) are required to complete a Customs Declaration Form prior to arrival. Complete it in English and in capital letters. Be sure to sign your name on the back of the form.

1. How many Immigration Forms must be filled out by a family of two adults and one child who are not U.S. or Canadian nationals?

(A) None
(B) One
(C) Two
(D) Three
2. What should a traveler do with the Immigration Form?

(A) Give it to an immigration agent right after landing
(B) Keep it until leaving the U.S.
(C) Fill it out after arrival
(D) Give it to a U.S. Customs agent
3. If you are changing planes in Miami on a flight from Madrid to Mexico City, which form should you fill out?

(A) A white one
(B) A green one
(C) A blue one
(D) No form is required.
4. Who must fill out a Customs Declaration Form?

(A) Each passenger, or one passenger per family
(B) Everyone except U.S. and Canadian nationals
(C) Only U.S. residents
(D) Only passengers from one of the 22 designated countries
5. What should passengers write on the back of the Customs Declaration Forms?

(A) Nothing
(B) Their signatures
(C) Their flight number
(D) The date

Questions 6 to 8 refer to the following notice:

By signing this airbill, sender agrees that Nova Express is not responsible for any claim due to loss, damage, nondelivery, or misdelivery in excess of \$100 unless the sender declares a higher value and pays additional charges based on that higher value. Declared value of the package cannot exceed \$500. In the event of untimely delivery, Nova Express will at sender's request refund delivery charges. See back of airbill for further information.

6. What is the purpose of this notice?
- (A) To discuss how Nova Express can improve its service
 - (B) To inform customers of Nova Express's limits of liabilities
 - (C) To convince potential customers to choose Nova Express
 - (D) To explain how government regulations affect Nova Express
7. If a package is delivered late, how much money will Nova Express give to the sender?
- (A) None
 - (B) \$100
 - (C) \$500
 - (D) The amount paid for delivery
8. To obtain more information, what should the sender do?
- (A) Read the back of the airbill
 - (B) Ask for a special form
 - (C) Sign the airbill
 - (D) Call a Nova Express office

Have you always wanted to know the secrets of professional quality black-and-white nature photography? In our first class, held on Thursday evening, we will discuss exposure, composition, lighting, and equipment. Saturday involves an all-day outdoor shooting session. Sunday,

participants practice simple darkroom techniques and develop the photos shot on Saturday. (Instructor provides darkroom equipment and supplies.) The workshop ends Monday evening with a review and critique of photographs taken. Bring camera, four rolls of black-and-white film, and enthusiasm.

Location: Middleton Recreation Center

Dates: Oct. 12, 14, 15, and 16

Fees: City residents

Advance registration \$75

On-site registration \$80

Non-city residents

Advance registration \$95

On-site registration \$100

9. On what type of photographs will the participants focus?
- (A) Color photographs
 - (B) Photographs taken by professionals
 - (C) Portraits taken in a studio
 - (D) Nature photographs
10. According to the announcement, what does the instructor provide?
- (A) Film
 - (B) Darkroom chemicals
 - (C) Cameras
 - (D) An enthusiastic attitude
11. What will participants do during the Sunday session?
- (A) Take photographs
 - (B) Develop photographs taken the day before
 - (C) Plan photographs to take the next day
 - (D) Pose for photographs
12. On what date will participants have their photographs evaluated?
- (A) October 12
 - (B) October 14
 - (C) October 15
 - (D) October 16
13. For whom is this class LEAST expensive?
- (A) Residents who register in advance
 - (B) Nonresidents who register in advance
 - (C) Residents who register on-site
 - (D) Nonresidents who register on-site