

advert

I

['ædvɜ:t] *n* (сокр. *om advertisement*) *разг.*

объявление

II

['ædvɜ:t] *v* *арх.*

1. (to) обращаться к; ссылаться на

to advert to other matters - коснуться других вопросов; обратиться к другим делам

I advert to what I have just said - я возвращаюсь к тому, о чём я только что говорил

2. (*обыкн.* to) обращать внимание (*на что-л.*); замечать (*что-л.*); принимать во внимание (*что-л.*)

advert

Oxford Advanced Learners Dictionary 8th Ed.

ad·vert [advert adverts adverted advertising] *BrE* ['ædvɜ:t] *AmE* ['ædvɜ:ɹt]**noun** (*BrE*) (*informal*)

= ↑advertisement

- the adverts on television
- When the adverts came on I got up to put the kettle on.

Word Origin:

mid 19th cent.: abbreviation

Synonyms:**advertisement**

publicity • ad • commercial • promotion • trailer

These are all words for a notice, picture or film/movie telling people about a product, job or service.

advertisement • a notice, picture or film/movie telling people about a product, job or service; an example of sth that shows its good qualities; the act of advertising sth and making it public: ▪ Put an advertisement in the local paper to sell your car. ◊▪ Dirty streets are no advertisement for a prosperous society.**publicity** • [U] the business of attracting the attention of the public to sb/sth such as a company, book, film/movie, film/movie star or product; the things that are done to attract attention: ▪ She works in publicity. ◊▪ There has been a lot of advance publicity for her new film.**ad** • (*informal*) a notice, picture or film/movie telling people about a product, job or service: ▪ We put an ad in the local paper. ◊▪ an ad for a new chocolate bar**commercial** • an advertisement on television or on the radio.**promotion** • a set of advertisements for a particular product or service; activities done in order to increase the sales of a product or service: ▪ a special promotion of local products ◊▪ She works in sales and promotion.**trailer** • (*especially BrE*) a series of short scenes from a film/movie or television programme, shown in advance to advertise it.(a/an) advertisement/publicity/ad/commercial/promotion/trailer **for** stha **TV/television/radio/cinema** advertisement/ad/commercial/promotionto **run/show** a(n) advertisement/ad/commercial/trailerExample Bank:

- A lot of claims are made in the advert
- How can I block those annoying pop-up adverts?
- I put an advert in the local newspaper.
- She took out a full-page advert in a magazine.
- The advert appeared in 'The Guardian'.
- The advert featured a dolphin swimming around a goldfish bowl.
- The paper ran our advert last week.
- an advert for jeans
- I never watch the adverts on TV.

advert

Longman DOCE 5th Ed. (En-En)

I. **ad·vert**¹ **S3** /'ædvɜ:ɹt/ -ɜ:ɹt *BrE* *AmE* *noun* [countable]*British English* an advertisement

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THESAURUS

- **advertisement**: an advertisement for shampoo | They placed an advertisement in the newspaper.
- **ad** *informal* an advertisement: She's been in several TV ads.
- **advert** *British English* an advertisement: a job advert | He took out a front-page advert for his shop.
- **commercial** an advertisement on television or radio: television commercials | He was in some commercials for beer.
- **trailer** an advertisement in the cinema, on television, or online for a film or programme which will be shown soon: A second trailer for Richard Friedman's film has just been added to the website.
- **promotion** a series of advertisements for a company's products: The company has spent more than \$300 million on promotions for the brand.
- **poster** an advertisement on a wall: They selected a famous artist to do the poster for the upcoming performance.
- **billboard** (*also* **hoarding** *British English*) a large sign next to a road, with an advertisement on it: billboard advertisements | A huge hoarding shows two contrasting images.
- **flyer** a piece of paper with an advertisement on it, often given to you in the street: Someone was handing out flyers for a new

nightclub.

- **banner ad** an advertisement across the top of a page on the Internet: Banner ads are becoming more sophisticated.
- **junk mail** unwanted advertisements that you get in the post: I never read junk mail.
- **spam** unwanted emails advertising things: I'm trying to delete all the spam.
- **classified ad** (also **want ad** *American English*, **small ad** *British English*) a short advertisement that you put in a newspaper if you want to buy or sell something: The bike was advertised for sale in the small ads section.

II. **ad** **vert**² /əd'vɜːt/\$ -3/\$ *BrE* *AmE* *verb*

[Date: 1400-1500; Origin: Early French advertir, from Latin advertere, from ad- 'to' + vertere 'to turn']

advert to something *phrasal verb formal*

to mention something

advert

Freakuency Pack

12500 **2432**^{MCW}

15000 **947**^{COCA}

RANGE: **1k** **ADVERTISE** 49604

advertise 1565

advertising 13979

advertises 371

advertiser 398

advertisers 2159

advertised 2044

advertisement 1546

advertisements 2218

advertize 4

advertizing 4

advertizes 0

advertizer 0

advertizers 0

advertized 0

advertizement 0

advertizements 0

ad 14354

ads 10895

advert 42

adverts 25

COCA 500k Unlemmatized

³⁴ **119146**⁴² *nn1*