

1 Write the verb in brackets as a gerund or an infinitive.

- 1 This trend is expected _____ (continue) over the next six months.
- 2 Nicole Kidman, after already _____ (receive) a reported \$5 million for her advertising work, has just signed another lucrative contract.
- 3 _____ (spend) on mobile phones has reached a record high this year.
- 4 We would be willing _____ (consider) any offer from our client.
- 5 They plan _____ (bid) for a share in this.
- 6 With internet came websites, _____ (open) up a completely new medium for advertisers.
- 7 We encourage feedback by _____ (invite) customers to fill in this form.
- 8 Would you like _____ (join) us for dinner?
- 9 I hate _____ (work) at weekends.
- 10 These results provide evidence, _____ (expose) another, possibly horrible, truth about where the market is going.

VOCABULARY

2 Write one of these verbs in each sentence.

Target / draw / waste / endorse / sign / sponsor / range / pose / run / project / make / achieve

- 11 We need to _____ a new audience.
- 12 Alternatives to straightforward advertising _____ from public relations to direct mail.
- 13 Cigarette companies aren't allowed to _____ sports events in my country.
- 14 The image they try to _____ is one of excitement and strength.
- 15 This media company _____ commercials for all the big names.
- 16 Can you _____ this advert in next Tuesday's edition?
- 17 How about we _____ Britney Spears up to do this advert?
- 18 We always _____ half our advertising budget but we don't know which half.
- 19 I think a product demonstration would _____ more attention than a poster.
- 20 Reaching the male customers aged about twenty would _____ a real challenge.
- 21 I think we'll _____ the best results with a mailshot.
- 22 We've asked Tiger Woods to _____ our new model.

CAREER SKILLS

3 Re-order the words and use them to complete the office story below.

- a) then just the
- b) what happened guess next
- c) never believe it but you'll...
- d) very that at moment
- e) turned it out
- f) a long cut short story
- g) the in end
- h) to point to the get

Why do we need to advertise for another receptionist? (23) _____ another one has just walked out. That's the third this month. It was ten o'clock this morning and Naomi asked the new receptionist to take any calls while she was in a meeting. (24) _____? The receptionist said she was too busy and didn't have time. (25) _____ phone rang and the receptionist ignored it. Naomi asked what she thought she was doing and the receptionist said it wouldn't be for her! (26) _____ a visitor arrived and listened to all of this going on. Anyway, (27) _____, Naomi demanded to see the receptionist in her office straight away. The receptionist said if there was anything she wanted to say she could say it in public. Naomi said they should discuss it in private. (28) _____ she stood up, took her bag and walked right out. No-one could understand it. Naomi was furious. Anyway, (29) _____ she had another job to go to anyway and she was looking for a reason to leave. So, to

(30) _____, that's why we need another receptionist.