

???? "Free" products such as book covers and educational posters are offered by companies so that the company can advertise on these materials. This mini-trend began in 2005 when a man offered his face for advertising to the highest bidder on eBay. A pharmaceutical company won the spot, paying the man \$37,375 to place a temporary sticker on his forehead to advertise one of their products. One of the strangest developments in advertising has been people selling advertising space on themselves! 8 Reading Streets and big buildings. I think more than fifty ads daily. Before Reading Make a list of all the places you see ads in your everyday life. How many ads do you think you are exposed to in an average day? He may have been the first to offer such an unusual exchange, but he was not the last. 5 Do You Really Need It????????????????????