Public spaces are increasingly used for advertising, even unconventional ones like doctors' offices and schools. Pharmaceutical companies advertise in doctors' offices, providing free products in exchange for prominent placement on items like tissue boxes and exam table coverings, gaining consumer attention. Schools similarly receive "free" materials like book covers and educational posters, adorned with company advertisements. A notable example is Channel One, which broadcasts ten minutes of news and two minutes of commercials daily in 350,000 U.S. schools, funding the provision of valuable audiovisual equipment. This demonstrates how companies leverage free product offerings to advertise in unexpected locations, securing significant advertising exposure while simultaneously providing schools and medical offices with needed resources.

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