**Billboard**  large size poster board or advertising , used mainly in outdoor advertising .The term also defines advertising medium , which is a large , often illuminated by an array of advertising being placed on buildings or specially adapted to the poles .

**Copywriter** ( CW) songwriter and slogans . Copywriter is sometimes also called the French concepteur - redacteur ( originator - editor)

**Publishing** is the process of production and dissemination of literature, music, or information — the activity of making information available to the general public.

An **Advertising Campaign** is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication (IMC). Advertising campaigns appear in different media channels across a specific time frame that often need to be clearly defined.

**Poster** the type of product belongs to the printing job printing . Single-sided printing large format ( at least A2) , the nature of propaganda or advertising (never solely informative ) for receiving a permanent , public places ( putting up , placed in sites ) .

**Product distribution** (or place) is one of the four elements of the marketing mix. Distribution is the process of making a product or service available for use or consumption by a consumer or business user, using direct means, or using indirect means with intermediaries.

**Marketing strategy** is the fundamental goal of increasing sales and achieving a sustainable competitive advantage.[1] Marketing strategy includes all basic, short-term, and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contribute to the goals of the company and its marketing objectives

**A corporate identity** is the overall image of a corporation, firm or business in the minds of diverse publics, such as customers, investors and employees. It is a primary task of the corporate communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives. It is usually visibly manifested by way of branding and the use of trademarks

 **Account** the sales document issued by the business units that are not paying tax on goods and services.

**Credit note** paper issued in case of bad content of a VAT invoice.

**Receipt** a simplified income of Sales , that is not part accountant

**The indicator of sales** a special printing for saving various sales positions when you do not have a cash register

**Fiscal Report** Details aggregated turnover and amounts of tax for a given day or a time.

**Signboard** wooden or metal plaques placed on the outside of the building indicating the place of sale

**Majuscules** letter printed capital letters, **minuscule** - small letters.

**The gross margin** profitability of direct costs.

**Net margin** business profitability also all indirect costs.

**TV commercial** center of mass communication traffic connection and sound.

**Bullying action** or behavior that involves persistent and prolonged harassment.

**Barter** exchange of goods for goods.

**Statistics** branch of science dealing with quantitative methods.

**Statistical research** team operations to information characterizing objects research community.