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**PRINT ADVERTISING AS A FORM OF PRINTED PRODUCTS**

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***Research methodology.*** *The methodology of knowledge systematization about any object (advertising) has been used. The types of advertising are listed and printed promotional products are singled out by the carrier of information.*

***Results.*** *The role of advertising and its practical value in the field of journalism is considered. The analysis of existing developments of economists and employees in the advertising business is conducted. Print advertising is classified by such features: the color availability, the type of publication, the elements of the publication, the circulation and the ornamentation; we have considered only the part of all means of influence on consumer of advertising products that are made by the known means of printing.*

***Novelty.*** *Particular attention in the formation of advertising information is given to types of composition and graphic design tools, such as the use of typography and color, which the consumer of listed types of print advertising draws his attention to. Certain groups of promotional products are listed on the basis of similarity of the production processes.*

***Practical significance.*** *We have analyzed the influence of the ideas of the designer and the customer suggestions to manufacturing the finished advertising products that are produced by modern technology and means of printing, which determine the effectiveness of advertising on the consumer. Attention is paid to the fact that advertising can be printed on a variety of physical media carriers, apart from paper. We have outlined the use of digital technologies and laser systems in manufacturing this type of printed products, while the consideration of characteristics of composition and graphic design will allow to format advertisements in detail that will grab the attention of the consumer. The improvement of the technique of these technologies allows to complete the order of advertising companies in short time. Quality, price, deadline are the main factors from the view of a printing engineer that may content the customer and the consumer.*