

Business Idioms

LESSON 15

advertising



bang for the buck

- value for the money spent

We were able to get much bang for our buck when we advertised on the Internet.

plug a product

- to promote a product

The soccer star makes a lot of money when he agrees to plug a product.

run an ad

- to place/put an advertisement in a publication

- The government decided to run an ad to tell the public about the new gas tax.