



CHAPEL HILL APPROVES AD DISCLAIMER FOR BUSES - ADVERTISEMENT JOURNAL

Critics of mobile advertising feel that mobile advertising is not as lucrative as other forms of advertising, such as online, television, etc. In addition to the monetary concerns, critics feel that mobile advertisements fail to engage the user. Also, they feel that it is very difficult to target specific user groups using mobile advertising in comparison to online advertising. Finally, the author states that mobile advertising may prove to be the best out of all the available forms of advertising due to the fact that mobile advertising is found everywhere where there is a cell phone. This form of advertising is universal and reaches a large number of individuals.

Read the full article here:

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