5.501 Definitions.

As used in this subpart-

Advertisement means any single message prepared for placement in communication media, regardless of the number of placements.

Publication means–

(1) The placement of an *advertisement* in a newspaper, magazine, trade or professional journal, or any other printed medium; or

(2) The broadcasting of an *advertisement* over radio or television.

Parent topic: Subpart 5.5 - Paid Advertisements