

## ADVERTISE ON MY FACE

### BEFORE LISTENING

Answer the questions in complete sentences.

- What are the possible uses of your forehead?
- What do you think about advertising?

### WHILE LISTENING


Listen and repeat the words below.

news  
gauge

banner  
space

big  
form

posts  
advantage

Listen and fill in the gaps using the words above.  <http://pan.baidu.com/s/1qNhnS>

“Prime Ad Space, Advertise on my face”. This is the web \_\_\_\_\_ of a 20-year-old American man selling advertising \_\_\_\_\_ on his forehead to pay his college bills. Andrew Fisher of Omaha, Nebraska, has started a company called [www.HumanAdSpace.com](http://www.HumanAdSpace.com) in the hope that human advertising will be the next \_\_\_\_\_ thing. Companies have been invited to advertise their company logo or website domain on his forehead in the \_\_\_\_\_ of a temporary tattoo for 30 days. He is set to make a fortune from this revolutionary idea. At the time of writing the highest bid is \$21,150. All bids end on January 13<sup>th</sup> - at 9:45PM American Pacific Standard Time. On his website he \_\_\_\_\_, “This auction has just been covered by all four of the major \_\_\_\_\_ networks where I live (ABC, CBS, FOX, NBC), and I have just been interviewed by BBC.” He says, “Take \_\_\_\_\_ of this radical advertising campaign and become a part of history.” Such is the media interest, the winning ad is likely to be seen around the world for the next month as TV companies and documentary crews \_\_\_\_\_ the level of interest in the human ad. Your forehead next?

### AFTER LISTENING

TRUE or FALSE

1. Coca Cola wants people to walk around with their logo on their faces.
2. A 20-year-old American man is selling advertising space on his forehead to pay his college bills.
3. He will wear a small TV screen on his forehead with a commercial running non stop.
4. This ad will become part of advertising history.
5. He has been interviewed by ABC, BBC, CBS, FOX and NBC.

Answer the following questions in complete sentences.

1. What do you think of Mr. Fisher’s idea?
2. How much would you sell your forehead space for?