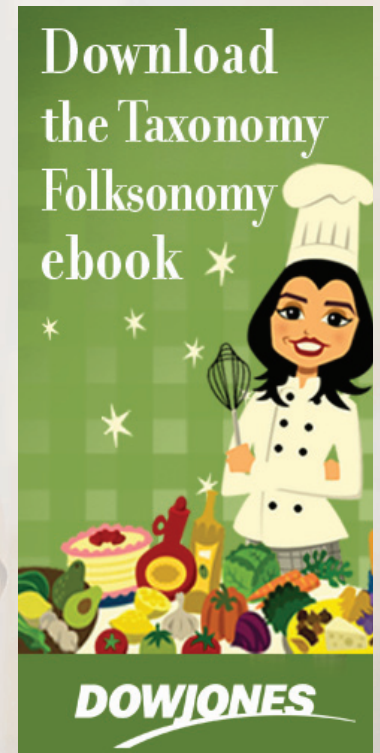
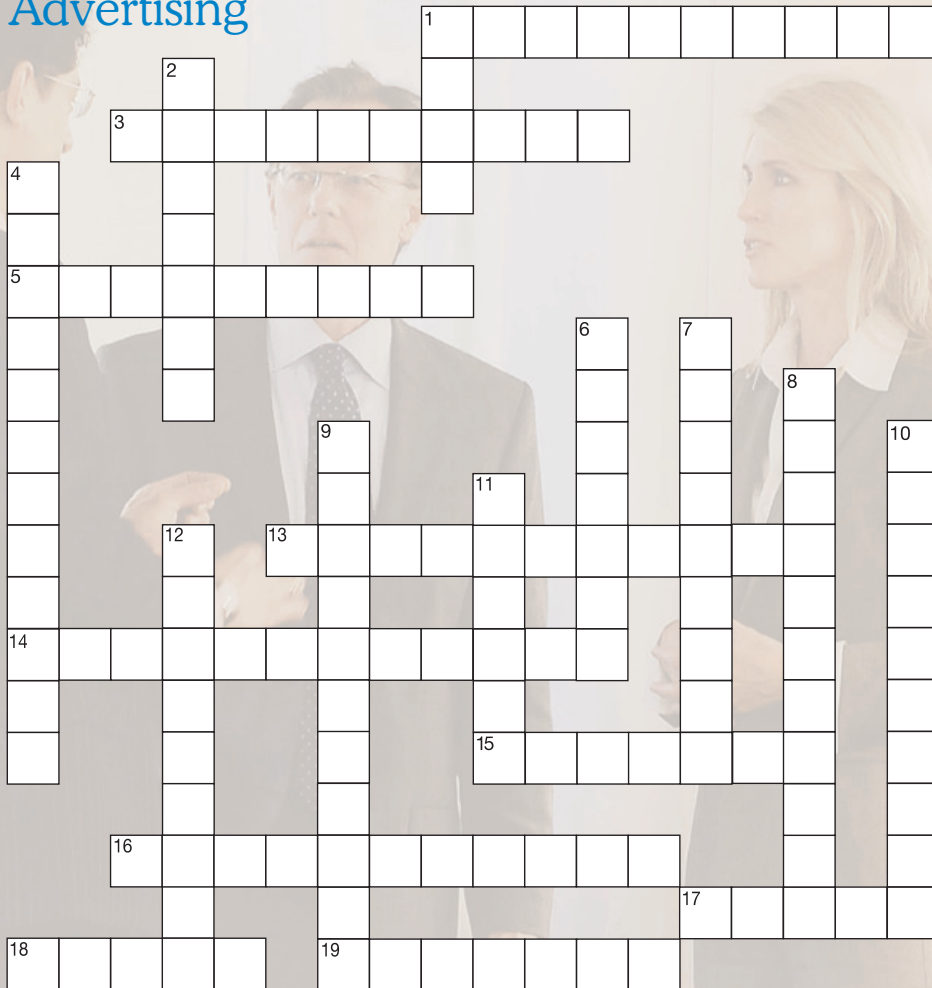


Synaptica® from Dow Jones

Advertising



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Puzzle Relationships KEY:

RT = Related Term
 BT= Broader Term
 EQ= Equivalent
 USE= Use
 UF= Used For
 NT= Narrower Term

Across

- 1 RT Aviation
- 3 RT Road Signs
- 5 RT Press Releases
- 13 RT Public Speakers
- 14 RT Home Shopping
- 15 EQ Mottoes
- 16 USE Television Advertising
- 17 RT Brand Names
- 18 RT Newspapers
- 19 NT Welcome Signs

Down

- 1 UF Junk Email
- 2 USE Advertising Music
- 4 USE Advertising Copy
- 6 NT Theatrical Posters
- 7 Dow Jones's Taxonomy and Metadata Management Software
- 8 BT Marketing
- 9 USE Fashion Models
- 10 BT Intellectual Property
- 11 RT Bumper Stickers
- 12 NT Automobile Showrooms

With Synaptica® from Dow Jones, users can create and model their own controlled vocabularies including customized relationships. This puzzle was created from one of the taxonomies available for licensing via the Taxonomy Warehouse site at www.taxonomywarehouse.com

For more information about Synaptica please visit www.synaptica.com or contact daniela.barbosa@dowjones.com

Answers to this puzzle or to download more puzzles: www.synapticacentral.com/taxonomypuzzles