Every act of translation deals with some problems and challenges. Translation of advertisements maybe more challenging than other types of translations due to the importance of both form and content in cross-cultural translation and audience response. In translating advertisements, the most important issue to be addressed by the translator is the cultural representation of the original texts. However, little attention is accorded into culture bound parts of advertisements and their translation. Accordingly, the present study aimed to investigate the whole analysis of verbo pictorial metaphors based on Forceville (1996), Lakoff and Johnson (1980), and Black (1962). Their theories of metaphor both in pictures and texts put 40 selected advertisements from English and Persian cultures under scrutiny. This analysis from the linguistic view shows that translation and recreation of meaning from English to Persian may on the one hand result in new understanding of some sorts, either in the form or in the meaning. On the other hand, as regards the relationship between text and image, it is clear that the image, namely pictorial metaphors often play an important role in transferring the message of verbal metaphors.