

ADVERTISEMENT

TYPES OF ADVERTISEMENT:

- **Classified**
- **Display/General**

Main Characteristics of Classified Advertisements:

1. They are categorised into columns according to different classes. The category is stated at the top.
2. They are written in short catchy phrases and words.
3. The language used is simple, factual and formal.
4. They are short, concise and to the point.
5. All the relevant information is provided.
6. Contact name and address is given.
7. They are written in a box to attract attention.

Marking Scheme

Format - 1 Mark

Content expression - 2 Marks

Expression - 1 Mark

DISPLAY/GENERAL ADVERTISEMENTS

Main Characteristics of Commercial Advertisements:

1. Designed for display purpose.
2. More space, more expensive in terms of the advertising costs.
3. Visually attractive- varying font size or shape.
4. Language colourful and lucid, catchy slogans, punch lines, witty expressions and pictures or sketches.

Necessary Details:

1. Name of the company/ institute/ organisers, etc.
2. Details regarding the product/ event/ educational course etc.
3. Special offers of discount, if any
4. Address of the company/ institute/organisers, etc.

Example of Classified Advertisements

FOR SALE
Maruti Suzuki Zen is available for sale, 900 Cc, New Tyres, Scratch less body, insured with all required documents, inbuilt music system, run 15000 kms, single handed, mint condition for Rs. 1 lac only, interested buyers may contact Mr. Ravi @ 92xxxxxxx Or meet personally after 5 o'clock in the evening.

SOME QUESTIONS FOR PRACTICE--

1. You are a commerce graduate with 8 years experience of keeping accounts. You want a job in some MNC/Corporate House. Prepare an advertisement to this effect.
2. You are Manager, Infocom Network C-3 Main shopping Centre, Vasant Vihar, New Delhi-110057. Draft an advertisement offering office furniture for sale. Give details.
3. As the Managing Director of a bureau providing tutors for home coaching write out an advertisement to be published in the classified columns of a newspaper.
4. An old man aged 68, poor vision, mentally upset has been missing for a week. Draft a suitable advertisement for the 'Missing Persons' column of a newspaper in about 50 words.

5. Escort Shoes wish to announce their annual clearance sale before Diwali. Construct a suitable advertisement.
6. You are a builder and the proprietor of 'Dream House Construction'. Draft a suitable advertisement for a new multistoryed residential building for sale to the public. Include details like area, surroundings, facilities, etc.
7. You are the proprietor of a finance company. You have a special scheme for car loans/ house building loans for public. Construct an advertisement in about 50 words.
8. Draft a commercial advertisement for the inauguration of beauty clinic/boutique/health club/ sports complex, etc. Don't exceed 50 words.